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USSR Report

CONSUMER GOODS AND DOMESTIC TRADE

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4 December 1984

USSR REPORT

CONSUMER GOODS AND DOMESTIC TRADE

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

MINISTER OF MACHINE BUILDING FOR LIGHT INDUSTRY PREVIEWS 1984

Moscow EKONOMICHESKAYA GAZETA in Russian No 6, Feb 84 pp 1-2

/Editorial introduction and article by I. I. Pudkov, USSR minister of Machine-building for Light and Food Industry and Household Appliances under the rubric: "5-Year Plan, 4th Year": "Equipment for Light Industry"/

/Text/ It is planned to direct all growth in national income being used for consumption and savings to raise the people's standard of living. This amounts to 15 billion rubles in 1984. An accelerated rate of development is foreseen for industry's group "B" which is growing by 4 percent as opposed to 3.7 percent for group "A".

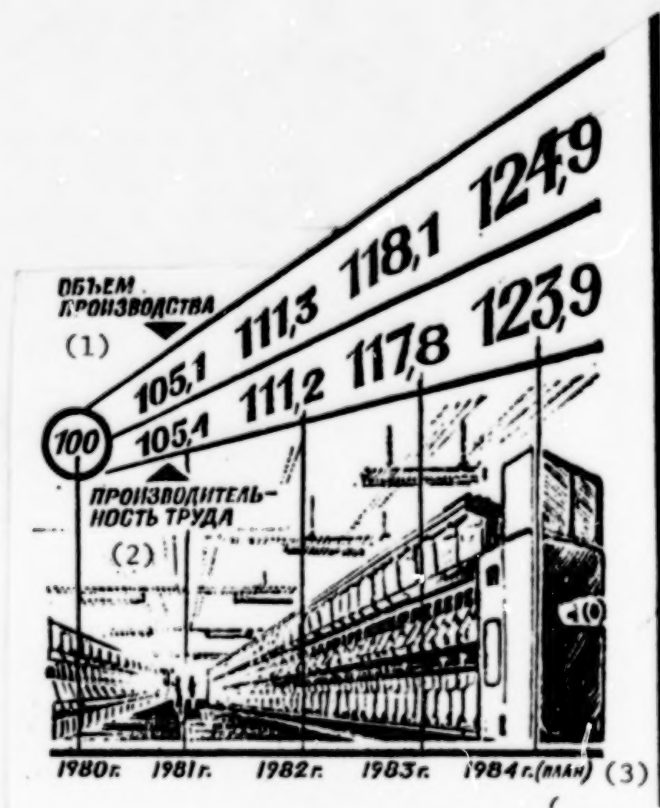
Saturation of the market with necessary industrial goods was designated as one of the pressing tasks at the December (1983) Plenum of the CPSU Central Committee. The 1984 state plan for consumer goods production is formed in accordance with the requirements of the decree of the CPSU Central Committee and USSR Council of Ministers, "Supplementary Measures to Improve the Supply of Consumer Goods in the Year 1983-1985."

According to the plan, the production of light industry output will increase 3.7 percent in 1984. The production of cultural, domestic, and household goods will grow 4.3 percent in the year, reaching 53.2 billion rubles.

In the plan for 1984 the assignment for consumer goods production is increased per ruble of the wage fund with the goals of stimulating their output, more completely satisfying the population's demands, and better balancing its income with commodity resources. Measures being implemented in 1984 will serve as a good basis for the Comprehensive Program for the Development of Consumer Goods Production and a System of Services for the 12th 5-Year Plan and beyond.

The improvement of the quality and variety of goods will acquire more decisive significance. The production of cotton, linen, and sateen lines of fabrics will be expanded. Twenty percent of the assortment of woolen fabrics, 24 percent of silk, and 15 percent of cotton fabrics will be renewed. Considerable work will be done to expand the variety and raise the quality of goods for long-term use.

Growth of Volumes of Production (in Standard Net Output) and Work Productivity at Enterprises of the Ministry for Machinebuilding for Light and Food Industry and Household Appliances (1980 = 100 percent)



Key:

1. Volume of Production
2. Work Productivity
3. Plan

Specialized enterprises and industries producing consumer goods are being equipped with modern, highly-efficient equipment. Technical re-equipping is being done on a large scale.

The enterprises of the Ministry of Machine Building for Light and Food Industry and Household Appliances are playing a leading role in the equipping of new and reconstructed capacities for goods production, and also in the production of dozens of cultural, domestic, and household goods.

In an article on p 2 the USSR Minister of Machine Building for Light and Food Industry and Household Appliances I. I. Pudkov tells about the sector's tasks for 1984.

In the 4th year of the 5-Year Plan our sector's mechanical engineer's emerged, as they say, on the upswing.

In 1983 our rate of growth of production in standard net output was 6.1 percent and work productivity was 5.9 percent. We can now say with confidence that the sector is completely fulfilling the 5-Year Plan targets and in a number of areas is surpassing it. According to the 5-Year Plan, standard net output production capacity should have increased 14.7 percent in 3 years. Actually, it has grown by 18.1 percent. The level of work productivity for the same period increased 17.8 percent instead of the planned 15.6 percent.

According to the plan production capacity must grow 6.7 percent and work productivity 5.2 percent in 1984. But these targets can be surpassed.

After the December Plenum of the CPSU Central Committee a movement developed to raise work productivity still 1 percent above the plan and to lower the production cost by an additional .5 percent in a majority of the industry's enterprises. The initiative received wide support from the leading collectives of the Podolskiy Machinery Plant Kalinin, the Tadzhihtekstil'mash Association, the Dnepropetrovskiy Prodmash Plant, the Gorskii Machine Building Plant Vorobev and the Kaliningradtorgmash Association.

Since the beginning of the 5-Year Plan, and especially in 1983, we succeeded in putting considerable reserves into operation to intensify production. Thus, in 1982, 79.3 percent and in 1983, 88.3 percent of the production capacity of commercial equipment was being utilized. The loading of production capacity of milling equipment for mixed fodder enterprises and granaries was raised from 88.3 percent to 92. percent.

Such progress is pleasing and also forces us to show still more consideration for the facts of the problem. Much of the unused resources are still left. First and foremost, the attained machine shift coefficient does not satisfy us. Last year it equaled 1.33 for the Ministry Machine Building for Light and Food Industry and Household Appliances. At the same time there is a well-run two-shift system of all machinery tools and machines in some enterprises.

Working on a single order, the collectives work rhythmically in two shifts. In the brigade led by the prize winner of the 1983 USSR State Prize Mirzokhamid Khamidov, the engine-lathe turners were able to avoid intershift idleness through the brigade system. It is no coincidence that the shift system coefficient at the main plant of the Tadzhihtekstil'mash Association approaches 1.5. More than 60 percent of the workers work by the brigade method.

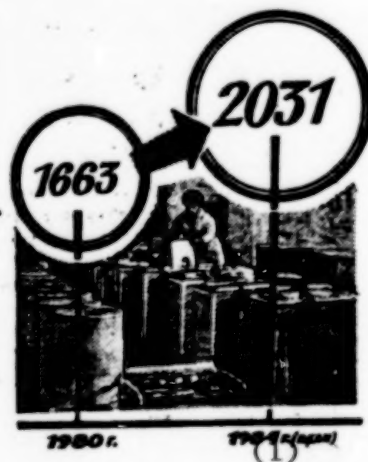
Another reserve for an increase in the shift system is the simultaneous operation of machines by one workman. Unfortunately, the competition of workmen operating machines simultaneously, which was expanding during the 10th Five-Year Plan, did not reach a significant proportion in the sector, having been left without enough engineering support, in our opinion. We intend to rectify this situation shortly. It is true that the brigade method and simultaneous machine operation by one workman, as a rule, favorable affect the quicker attainment of planned labor-intensiveness of products, namely the reduction of labor-intensiveness.

Locations of the best experience to lower labor-intensiveness are identified at the board of ministers: Smelyanskiy Machine Building Plant imeni 60-letiya SSSR, Poltavskiy Prodmash, and the Kapsukskiy Food Automat Supply Plant imeni 50-letiya SSSR.

A resolution for the study and dissemination of the experience of these collectives has been approved.

A significant share of the equipment produced by us is bound for new construction, reconstruction, and re-equipping of enterprises of the light and food sectors of the industry. Equipment was supplied to 119 leading projects of USSR Minpishcheprom /Ministry of the Food Industry/ and Minmyasomolprom /Ministry of the Meat Industry/, 80 of USSR Minzag /Ministry of Procurement/, and 95 of USSR Minlegprom /Ministry of Light Industry/. The level of fulfillment of obligations for deliveries improved slightly (from 94.6 percent in 1980 to 97.7 percent in 1983).

Consumer Goods Production at Enterprises of the Ministry of Machine Building for Light and Food Industry and Household Appliances



Key:

1. Plan

These plants allow the biggest lag here: the Kishinev Food Equipment Plant, the Izyaslavskiy Plant for the Production of Technological Equipment, and the Kirgiztorgmash /Kirghiz Commercial Machine Building/ Association. This year the efforts of the VPO /All-Union Production Association/ and party organizations will be aimed at stabilizing work in these and in a number of other enterprises.

An increase in the machine shift coefficient and the attainment of rated capacity and then, too, the raising of work productivity of the consumer goods industries of the Ministry of Machine Building for Light and Food Industry and Household Appliances depend to a large extent on the quality of our deliveries. This is not just matter of maintaining schedule for manufacturing machines and lines, but also their level of technology. The responsibility of developers of new technology increases in this connection.

Scientists and designers have completed a series of tasks aimed at creating equipment to utilize protein resources more completely.

Ultrafiltered installations for skim milk processing ran tests. In 1984 a new kind of high protein dietetic food containing the concentrated product obtained during ultrafiltration will appear on counters. Another type of protein being extracted from krill, with the help of new equipment which has no counterpart in the world, seems to be a good, tasty addition to our food allowances.

Here is a far from complete list of developments which have been approved for 1984: a combination of milling equipment which produced twice the highest production of high-grade flour; new lines making it possible to increase production of endless kinds of pastry and caramels with whipped fillings, which are enjoying an increased demand; and improved equipment for bread plants, in which man's hand does not touch the product.

Scientific-technical progress is especially apparent in one of our leading subindustries. Thanks to this, textile workers, for example, increase production almost without bringing in new workers and, in many cases, even with fewer numbers.

By using pneumatic spinning machines, the USSR emerged in first place in the world (in 1984 their inventory will increase by 16,000 more). In 1984, 84 sewing production lines will be set up.

At the same time we are not satisfied with the rates at which scientific-technical progress is developing in our sector. The average development time for new types of equipment, including implementation and production, is more than 5 years and for cultural and household goods it is 3.5 years.

Disturbed by such a situation, we tried to analyze how the chain "science-technology-production-consumer" works and we came to the conclusion that there are considerable weak spots and even gaps in it. Why do the efforts of scientists and designers in a number of cases end with the development of machines which are inferior in their performance to the better models? Most often because of poor initial requirements or the low quality of preliminary

research. Moreover, the order for such obsolete "new" technology does not involve either financial or any other kind of accountability.

And the problem of tests for prototypes has not been resolved. Our industrial clients do not have special centers for this. The USSR Ministry of Procurement, which has a network of its own machine testing centers, is an exception.

The Ministry of Machine Building for Light and Food Industry and Household Appliances equips its own testing stations. Wherever they appear, the work went much faster. Scientific-technical center, which testing areas will become part of, recently formed in our subsectors will also be used for this. But this does not exclude the necessity for testing machinery under the conditions of an operating enterprise. Especially since the "tests" use a considerable amount of material resources, particularly in the food industry.

The more complete the new machine and the higher the demands made on it, the better all its completed assemblies and components should be.

We have repeatedly seen that the demand for our product in domestic markets and the competitive capability in foreign markets depend on the specifications of motors and instruments, chemicals and other materials which this sector does not produce itself. The Ministry of Machine Building for Light and Food Industry and Household Appliances and all consumers of its products are grateful to the Ministry of Instrument Making, Automation Equipment and Control Systems, which quickly respond to all changes connected with technical progress in the production of consumer goods and its equipment. But the Ministry of Electrical Equipment Industry, the Ministry of Power Machine Building, and the Ministry of Chemical Industry quite often force us to direct our attention toward a hopeless quest.

It was noted at the December (1983) Plenum of the CPSU Central Committee that under conditions of growth in purchasing power and in the level of supplying the population with diverse goods lately, the demands for variety and quality of goods grew significantly. This was particularly conveyed by the failure of the trade organizations to purchase 160,000 refrigerators among other cultural, personal, and household goods for 1984.

Even though the number of appliances with the trademark of the enterprises of the Ministry of Machine Building for Light and Food Industry and Household Appliances among the refrigerators to which the consumers said a firm "no," was not large, the situation being created cannot help but alarm us as the head ministry. We take this criticism concerning the industry's extremely slow rebuilding of the production of consumer goods as applying to us.

Immediately after the wholesale fair, the Ministry of Machine Building for Light and Food Industry and Household Appliances took steps to accelerate the technical re-equipping of "weak" plants and directed a number of enterprises which are producing unmarketable refrigerators toward producing other, chiefly scarce output.

In 1984, the compartment models by 150,000 units. At the association's main plant Minsk, mass production will begin of Minsk-25 refrigerators with a capacity of 350 liters and a freezer compartment with an 80 liter capacity. The Minsk-25 provides for quick-freezing at a temperature of -24 degrees and for product storage at -80 degrees. Besides this, the serial production of another two-compartment refrigerator Smolensk-6 and also two freezers with a capacity of 120 and 220 decimeters begins this year. The Kristall-9M, an absorption refrigerator with low energy consumption, will also appear for sale.

Refrigerators are one of 35 kinds of complex consumer technology, for whose production the Ministry of Machine Building for Light and Food Industry and Household Appliances, as the head ministry, is answerable.

On this product list there are washing machines, vacuum cleaners, floor polishers, domestic sewing machines, electric razors, coffee mills, coffee brewers, irons, and so on. Today a majority of these appliances are being renewed. Their production will be formulated on the principle of so-called parametric lines, in which a significant part of the assemblies and components are standardized to significantly facilitate maintenance and repair.

As is well known, the Politburo of the CPSU Central Committee recognized as necessary the development within the 5-Year Plan for 1986-1990 and longer of a comprehensive program for the development of production of consumer goods and a system of services, encompassing a most important part of a Soviet person's life. Specialists of our sector are also participating in this program's development. Its comprehensiveness and versatility obviously will make it possible to solve those problems which arise for the creators of complicated household machinery today.

Now, for example, according to existing orders from planning agencies, the electronic "insides" of household equipment are not considered consumer goods by the enterprises of the Ministry of Electronics Industry. If you revise this situation, the transition to new goods which are reliable and economical will be quickened.

Socialist obligations for enterprises and organizations of the Ministry of Machine Building for Light and Food Industry and Household Appliances were formed by the collectives and came from the market necessity for consumer goods which are in high demand.

So, it was resolved to produce 16 percent more coffee mills, 13.8 percent more household "zig-zag" sewing machines, and 25 percent more household milk separators in 1984 as compared to 1983.

The collectives of the Ministry of Machine Building for Light and Food Industry and Household Appliances, enthusiastic with the resolutions of the December Plenum of the CPSU Central Committee, pledged to ensure delivery of 9.7 thousand units of technological equipment 2 months ahead of the established schedule to new facilities constructions of the food sectors and light industry. And the first step will be made in the near future. In honor of elections in the

USSR Supreme Soviet, the workers of the sector will fulfill the plan 2 months ahead of schedule and will produce 2 million rubles more than planned.

Table 1. Labor Savings through Deliveries of Domestic Technological Equipment
(thousands of men)

<u>Sector</u>	<u>10th Five-Year Plan/11th Five-Year Plan</u>	
Light industry	332	510
Food and meat and dairy industry	310	415
Milling and elevator industry	70	100
Printing trades	26	37
Trade and public catering	500	1100
Glass and silicate industry	5.6	9
Total for industries serving Ministry of Machine Building for Light and Food Industry and Household Appliances	1243.6	2171

12585

CSO: 1827/144

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

ESTONIAN MINISTER'S RESPONSE TO SUPPLY-DEMAND IMBALANCE

Moscow SOVETSKAYA TORGOVLYA in Russian 1 Sep 84 p 2

[Interview by staff correspondent E. Govorushko with Estonian SSR Minister of Light Industry, Yu.A. Kraft: "At the Factory and in the Store"]

[Text] The Tallinn House of Trade is one of the republic's best trade enterprises; it is popular both with the citizens of Estonia's capital, and with its guests. However, it's also true that far from every customer leaves with a purchase. And for what reason? Our own correspondent paid a visit to the Tallin House of Trade and carefully studied the complaints and suggestions books; and he spoke with the customers, with the sales staff and with trade specialists. Today, Estonian SSR Minister of Light Industry Yu.A. Kraft responds to the shoppers' questions:

Question: Yuriy Andreasovich, of all the complaints which I've heard and read in the Tallin House of Trade, it seems that the most typical concerns the quality of the goods. Here, for example, one of the shoppers laments that there's no way she can pick out a decent pair of shoes: they're made of coarse materials; or, the shape is irregular... Acting Department Chief S. Kopli, with whom I was talking with regard to this adds, that this is not the only complaint on the quality of the products manufactured by the "Kommunar" Association. The trade organization continuously rejects a significant portion of the shoes supplied by that association. Moreover, the shoppers complain that the goods which they need are not offered for sale.

Answer: I have to admit that until recently the leather-footwear branch has been the weakest link in our system. The reasons are that it lacks space for manufacturing purposes; the technology is obsolete; and the quality of the raw leather materials is poor. But the situation should improve in the near future. The basis for such optimism is primarily the fact that that one of the largest box-calf leather plants in the northwest region of the country was put into operation in Narva at the end of the past year. It was established on the basis of cooperation among the CEMA member nations. The capacity of the plant permits completely satisfying the demand in the republic's enterprises for high-quality raw material for making the upper part of the shoe.

A second and no less reassuring factor is next year's completion of construction in Tallin of a factory for fashionable shoes of the "Kommunar" Leather-Footwear Association, which will produce 2.5 million pairs of shoes per year. Also to be completed is the reconstruction of the leading enterprise of the Tartu Leather-Footwear Combine. Putting these enterprises into operation, along with the use of modern batched materials, will increase output of shoes, will improve their quality, and will expand the assortment.

As concerns the irregular sizes of the shoes the shopper was complaining about, national standards have been in use up to now for their manufacture. However, the demand of the local populace has its specific features. In order to determine the exact size requirements for the shoes, we plan to conduct a program to measure the feet of the republic's citizens. The results will be used in organizing shoe production on the new equipment.

Question: Unfortunately, shoppers at the Tallin House of Trade do not only have complaints for the shoemakers. Here's another question: "Why isn't there any men's winter underwear for sale in popular sizes?" Department chief Kh. Tut' explained to me that the "Marat" Association does not supply women's underwear in the larger sizes either. At the same time, the underwear supplied is primary white, although the specifications call for a variety of colors.

Answer: Special attention is given to the manufacture of cotton-linen underwear in the republic. Our largest manufacturer of such products, the "Marat" Knitted Wear Association in Tallin, has discontinued manufacture of silk underwear, for which demand was low, while the manufacture of cotton-linen underwear has increased by 18 per cent since the start of the current five-year plan. More than 1.5 million underwear items have been produced above the plan for three years.

Reconstruction of the enterprise was begun this year. At first this had a negative effect on production rates and led to nonfulfillment of the plan for underwear deliveries in the first quarter, to include the most popular kinds of underwear, as well as the larger sizes. But the lag has now been overcome. The plan for delivery of underwear has been overfulfilled since the beginning of the year: more than 62,000 additional items of knitted underwear has been produced.

With regard to the color of the articles, here our knitted wear manufacturers have displayed unacceptable willfulness. They concluded that since white is now fashionable, this frees them of the responsibility to strictly observe their contracted obligations. This oversight has already been eliminated. In the first half-year and at present, orders from trade have been satisfied in the required range of colors as well. And they are being satisfied now.

Question: One of the shoppers complains that the woolen fabrics she needs are not for sale. Specifically, she has written in the complaint book: "I wanted to get material for a woolen coat in gray or black, but I could not. Although there are supposedly enough woolen fabrics in the House of Trade, they are all in some sort of faded tones."

Answer: A paradoxical situation has just arisen with respect to 100% woolen fabrics. We are producing them in large amounts; the enterprise warehouses are filled to overflowing with them; and we are constantly looking for customers. Fabrics for overcoats and suits made from 100% wool are traditional products of the Estonian textile industry. The demand for them has always been stable. And at a recent inter-republic wholesale trade fair the products from the imeni First of December factory enjoyed increased demand.

However, at present consumer demand for quality fabrics has risen sharply. The efforts of our woolen workers and artists have been concentrated on creating principally new and interesting designs, predominantly with a lightweight composition. In the past year alone, more than one-third of the assortment at the imeni First of December factory has been renewed. In the near future it is planned to produce long-nap lightweight fabrics using goat hair of the "mohair" variety. As far as the colors are concerned, the textile workers are completely dependent upon the sub-contractors--the workers at the chemical enterprises. We are experiencing an acute shortage of good-quality dyes of the kind that would give fine fabrics the appropriately attractive outward appearance. We would like to call upon our colleagues in the chemical industry to share our concerns for the consumer. Only through our combined efforts can goods be created which will fully satisfy consumer demand.

Question: One of the consumer complaints concerns, as department chief V. Krichman explained to me, the problem of manufacturing goods at contract prices. Here is what one consumer writes: "...Last year I acquired a good men's jacket made from water-repellent fabric, with pockets. Now I want to purchase another for my son, but can't find one."

Answer: In this case it is a question of an especially fashionable product, which is sold at a contract price, negotiated with the trade organizations. They are manufactured in small lots and, naturally, the articles do not remain on the shelves for long. The Tallin House of Models is working on the creation of such clothing. Every year it furnishes trade with 540,000 rubles worth of its articles.

We are devoting special attention to fashionable products. A special staff has been created at the ministry for examining new models. Incidentally, disputes with the trade organizations over sale of these products are quite common. A number of their enterprises display something of a caveat emptor attitude when it is a question of gaudy, high-fashion clothing intended not for the popular but for individual consumer taste. For instance, at a recent trade fair several unusual models of women's outer wear went unsold; these were made by the "Virulane" factory in Rakvere on orders from the House of Models. The motive for turning them down seems highly debatable to us: they say the consumers won't buy them.

Extra-class production should have an appropriate design. This year the Tallin House of Models has already prepared artist's samples of labels and price lists. There is currently a delay for cartons of the imitation leather type and good-quality paper for the labels, without which it is difficult to achieve the necessary design.

Question: I manage to visit Estonia quite often, and I have a feeling that the republic's Ministry of Light Industry has done a great deal in recent years to increase production of consumer goods, expand the range of goods, and improve their quality. However, so far as I know, at present a number of enterprises of the republic's Ministry of Light Industry are having difficulty selling certain goods. There has arisen, so to speak, a shortage in spite of a genuine abundance of articles. The reason for this is that there are not enough of the goods offered for sale that the populace actually needs--those with definite consumer qualities. And this, in effect, is the reason for the consumers' complaints, is it not?

Answer: The branch administration is seriously concerned with the situation which has come to pass, and is taking specific measures to satisfy demand more completely. Specifically, we will strive for more complete mutual understanding with the trade workers who represent the interests of the consumers.

On their part, the industrial enterprises must fulfill the supply contracts more precisely, and must be more efficient in realigning production for new articles. And trade, in our view, should take a more responsible approach to studying demand and place their orders to industry on this basis; and they must display more flexibility in working with new goods, and in preparing the market for them in advance.

Only with such an approach to the matter will the consumer find all that he needs in the store.

9006

CSO: 1827/17

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

MINISTRIES ANSWER READERS ON TELEVISION DEFECTS

Moscow SOVETSKAYA TORGOVLYA in Russian 19 Jun 84 p 3

[Text of letters: "On the Quality of Television Sets: Heads of Ministries Answer Readers' Questions"]

[Text] This newspaper receives quite a few letters from its readers concerning the quality of television and radio sets as well as tape recorders, the organization of their repair and the supply of spare parts and components.

The Editors turned to the ministries and enterprises manufacturing consumer electronic equipment with the request to inform the readers about measures being taken to improve the quality and esthetic appearance of that equipment and make it more reliable, as well as to express their opinion on problems of the organization of sales of that equipment and its repair and maintenance.

The ministries were sent reports on the letters written on this topic as well as copies of our articles.

Below we publish the replies we received.

From the Ministry of the Communications Equipment Industry, Deputy Minister A. A. Kuz'mitskiy:

For the last 2 years those enterprises of our ministry which produce television sets have been taking a number of steps to improve the quality and performance of the sets. These measures include tighter testing procedures, the introduction of 100-percent input quality control of accessories and the organization of laboratories for physico-technical analyses of malfunctions in television sets at the enterprises. The results of these studies serve as the basis for drafting recommendations to improve production quality.

Owing to all this work the operating life of color television sets has been prolonged to 3,240 hours and that of black-and-white sets, to 7,100 hours. This year, compared with 1982, the number of warranty repairs of color

television sets has decreased by 17 percent and that of black-and-white sets, by 8 percent. Currently buyers return much less often the television sets we produce.

This year the series production of the new-generation color television sets has been commenced. The new sets consume only one-half to two-fifths as much power and their bulk and materials-requirement has decreased to two-thirds while at the same time their image brightness and contrast are better. The quality of the focusing of rays has improved and the colors have become sharper. The appearance of these new sets is better than that of their predecessors and, most important, their operation is more reliable.

Recently SOVETSKAYA TORGOVLYA published a detailed description of the experiment currently under way in Novgorod Oblast as regards the maintenance and repair of television sets throughout their warranty period and the on-the-spot restoration and sales of television sets returned by their owners. In addition to Novgorod Oblast we included in the area of this experiment the Latvian SSR, the Bashkir ASSR and the Vladimir and Lvov oblasts.

The ultimate findings will be assessed after 1 July of this year. But even now the expediency of this experiment is obvious: in the second half of 1983 the frequency of the replacement of television sets by repair enterprises of, e.g. Lvov Oblast decreased to nearly one-third compared with a like period of the preceding year. The number of warranty repairs decreased by 88 percent [1.13 times] and the number of complaints dropped by two-thirds. A similar picture obtains for the other regions. It can be hoped that, following the completion of this experiment and the propagation of the experience gained to other regions, the trading apparatus will finally be relieved of the obligation of returning to manufacturers the consumer electronic equipment returned by customers owing to its substandard quality. The settlement of accounts will be simplified and transport will be relieved of an unnecessary freight burden.

In conclusion, I have to state that, despite the numerous decisions, made jointly with the USSR Ministry of Trade, on the organization of sales of television sets only in specialized stores, by specially trained sales personnel, and the mandatory adjustment of all television sets received for merchandising, these requirements unfortunately are not being met. Naturally, this affects adversely the sales of radio-electronic equipment.

From the USSR Ministry of General Machine Building, Deputy Minister Ye. A. Zhelonov:

The report on readers' letters to SOVETSKAYA TORGOVLYA, received by this Ministry, has been reviewed. Last May representatives of our television manufacturing plants, together with experts from enterprises of the Bytradiotekhnika [Consumer Radio Equipment Production Association], visited the authors of the letters and the trade enterprises whose addresses were given in the report, and considered on the spot the claims concerning our products.

The Fedotov family of Sorochinsk, Orenburg Oblast, had written a letter complaining that its Berezka Ts-202-1 color television set had broken down after several hours of operation and that it could not be repaired locally.

This is to advise you that that television set has been repaired. A representative from the manufacturing plant, Yu. B. Kadnikov, and experts from the local Bytradiotekhnika enterprise, R.P. Igumnov and A. S. Maznichenkov, visited the comrades Fedotovs and inspected the condition of the TV set. The set has been repaired and its owners have no complaints about its performance.

T. A. Yefimova of Moscow, whose Slavutich Ts-202 television set broke down before the expiration of its warranty, was given an authorization to exchange her set by the established procedure.

The Kul'ttovary store, Leningradskaya Station, Krasnodar Kray, whence a letter was sent by salesperson L. M. Levykina, was visited by a representative of the manufacturing plant, M. T. Kirillov. The Slavutich Ts-202 returned by the customer was repaired and its owner is no longer complaining.

Last year and this year our enterprises carried out a great deal of work to improve their production quality. One-hundred percent quality control of radio-equipment accessories received from supplier plants was organized, thus forcing these plants into a more serious attitude toward deliveries of components and elements for television sets. With the object of a prompt detection of production defects, testing procedures have been tightened. As of August of last year, the new 6lLK4Ts color kinescope, with its higher color resolution and greater reliability, began to be installed in television sets. In larger cities and places with a high volume of sales of our television sets we established more than 150 branch offices for the examination of claims from trade organizations and consumers and provision of assistance to employees of Bytradiotekhnika. In the last 2 years our experts trained more than 2,000 radio mechanics at enterprises of the consumer services ministries in the techniques of the detection and elimination of defects.

From the USSR Ministry of the Radio Industry, Administration Chief V. M. Sergunin:

A decision of the collegium of our ministry last May approved the plan of organizational and technical measures to improve the quality and increase the reliability of the radio equipment manufactured. In particular, steps have already been taken to improve the quality of the Chayka-714, Lazur' and Sapfir-401 models, mentioned in the report received from your newspaper. The performance of the collectives responsible for providing defective products to the trade apparatus was examined at sessions of the senior team of people's control and the party committee at the ministry. A number of enterprise heads have been drawn to material and disciplinary responsibility for shortcomings in organizing the production technology and production itself of consumer radio equipment.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

CLOTHING MARKET URGED TO SATISFY YOUTH PREFERENCES

Moscow SOVETSKAYA TORGOVLYA in Russian 15 Sep 84 p 2

[Article by A. Balan, chief of the Youth of Light Industry and Maintenance Department of the Komsomol Central Committee: "Supply and Demand"]

[Text] Lately, more than 30 stores specializing in the sale of commodities for youths were opened in the capitals of union republics and oblasts of the country. Even the little work experience of these enterprises indicates that concentration of trade in articles for youths makes it possible to satisfy more fully and to study more objectively the demand of this category of the population and to exert more active influence on the formation of a sensible need for things among youths.

For example, the Yunost' Department Store in Leningrad, along with such traditional methods of studying demand as opinion polls and surveys of customers, also conducts meetings of trade and industry specialists with youths and organizes visits to student and Komsomol and youth collectives.

Similar measures are also conducted in some other specialized stores. They help representatives of commercial services of these enterprises to objectively appraise the market conditions of commodities for youths and to contribute more actively to the elimination of existing disproportions in supply and demand. Thus, many teenagers today are unable to find clothing in stores which appeals to their taste. The point is that designers and production workers are not creating enough articles for them. The needs of teenagers have also been studied poorly so far. It seems that it is necessary that specialists of the All-Union Scientific Research Institute for the Study of Population's Demand for Consumer Goods and Trade Situation [VNIKS] and workers of youth commodities stores devote special attention to researching them and to studying the factors which influence the formation of tastes of young men and girls.

It is also necessary to think about improving the supply of goods to specialized stores for youths. After all, the collectives of these enterprises must contribute to the formation among customers of intelligent ideas about the beauty of things. With the aid of advertisements, demonstration of clothing and organization of trade in fashionable commodities according to contractual prices, they must promote modern fashion. Therefore, these stores must also

be supplied without interruption. From this it follows, for example, that the right to priority selection of commodities at wholesale trade fairs should be granted precisely to stores which are selling articles for youths.

By taking into account the experience which already exists, it is necessary to analyze the structure of the variety of goods which are offered in stores for youths. Thus, the Molodezhnyy Department Store in Moscow had organized the sale of radio and photographic goods. However, it became clear that selling them in stores of this type is not expedient. While representing a comparatively small share in the goods turnover, these goods occupy a considerable trade area and attract customers of other age groups to the department store for youths. Some specialized stores are selling fabrics which are clearly not of color combinations for youths and other goods which do not enjoy demand among young people.

Of course, there are also examples of a creative approach to organizing production and selling goods for youths. A directed regional program for the development of production and realization of commodities for youths is being developed jointly by party, soviet, economic and Komsomol organs of Chelyabinsk Oblast.

Cultivation of tastes begins with information on the standard of clothing and everyday life and modern fashion. On the face of it much attention is devoted to these questions by means of mass information. However, there are still not enough materials which are oriented toward a youth audience. Thus, the journal NOVYYE TOVARY carried only about 80 models of articles last year (or 6 percent of the overall volume of information on new articles) which could be considered as being for youths. Other publications are also devoting insufficient attention to promoting youth fashions.

It is necessary to vary the means of esthetic education of youths and to use them broadly. Komsomol committees of light industry and trade enterprises must organize demonstrations of industrial collections of youth clothing more often when conducting Komsomol projects, arrange creative meetings with leading designers and use youth press, radio and television more effectively.

It is known that youths today are drawn to sports style. But extremely few models of sports footwear, velveteen and cotton sports trousers, windbreaker jackets and knitted jerseys with printed designs are received by stores. The demand for such articles has not been met for several years. On the streets of our cities one can often see young men and girls wearing clothing with foreign inscriptions and emblems. Among them are not only imported commodities, but also items produced at some local industry enterprises which turn out such articles of poor taste in order to please an indiscriminating customer. These products find their consumers among those young people whose tastes have not been developed yet.

It seems that there is only one way to struggle against the youth preference for striking but tasteless commodities--to set against them a wide selection of domestic goods with attractive symbols which are fashionable and comfortable.

Unfortunately, designers and artists still do not devote proper attention to designing clothing. Thus, every fourth article with a topical design was rejected as not corresponding to contemporary requirements at the artistic and technical council for knitted goods of the USSR Ministry of Light Industry [Minlegprom], which was held in April this year in Alma-Ata. An analysis of submitted work has shown that its topical range was narrow and that the subjects of sports, rest, studies, international solidarity of youths and many others were not sufficiently developed in the submitted designs.

Creative youths and Komsomol members should make a great contribution to solving the problems connected with providing modern and fashionable commodities to young men and girls. At present, representatives of the Komsomol Central Committee are included as members in the artistic and technical council of the USSR Ministry of Light Industry. Republic contests for best topical design were held in Belorussia and Latvia with active participation by representatives of Komsomol organizations. Local Komsomol committees have begun aiming creative youths of light industry enterprises and organizations more actively toward creating collections of clothing and footwear which correspond to contemporary requirements for young men and girls. While strengthening cooperation with economic organs, Komsomol organizations must also strive for speedy introduction in production of new commodities for youths.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

DOMESTIC TRADE, PRODUCTION FIGURES THROUGH 1983

Moscow VESTNIK STATISTIKI in Russian No 8, Aug 84 pp 71-79

[Excerpts] 9. PRODUCTION OF INDIVIDUAL TYPES OF LIGHT INDUSTRY OUTPUT

	<u>1975</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
Yarn from chemical fibers (staple and bulk), in thousands of tons	147.9	158.0	162.9	155.7	161.0
Cotton fabrics (unbleached):					
in billions of square meters	7.24	7.798	7.878	7.877	8.029
in billions of running meters	7.789	8.098	8.143	8.095	8.224
Linen fabrics (unbleached):					
in millions of square meters	801	707	683	695	753
in millions of running meters	750	642	614	626	673
Wool fabrics (unbleached):					
in millions of square meters	956	971	973	951	911
in millions of running meters	583	598	600	584	558
Silk fabrics from natural silk:					
in millions of square meters	44.3	53.2	52.6	54.2	56.6
in millions of running meters	47.9	58.6	58.1	60.1	62.1
Fabrics from cellulose fibers (finished):					
in billions of square meters	1.028	1.145	1.179	1.157	1.179
in billions of running meters	1.063	1.075	1.092	1.070	1.094
Fabrics from noncellulose fibers (finished):					
in millions of square meters	436	570	574	610	649
in millions of running meters	406	498	502	524	548
Socks and other stocking products, in billions of pairs	.802	.951	.976	1.015	1.038
Women's stockings, in millions of pairs	444	297	290	293	295
Women's kolgotki [term unknown], in millions of pairs	16.4	57.6	62.6	76.1	97.0
Rope goods, cord and twine, in thousands of tons	150	135	133	134	139

	<u>1975</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
Coarse leather goods, in thousands of tons	147	132	131	124	126
Top leather goods, in millions of square meters	112	115	113	112	114
Children's leather footwear, in millions of pairs	260	294	294	297	291
Men's leather footwear, in millions of pairs	199	215	213	212	221
Women's leather footwear, in millions of pairs	240	234	231	226	227

10. PRODUCTION OF INDIVIDUAL TYPES OF FOOD INDUSTRY PRODUCTS

	<u>1975</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
Ice cream, in thousands of tons	463	506	522	535	550
Bread, rolls and buns, in millions of tons	33.5	35.2	35.6	35.9	36.0
Pastry, in thousands of tons	597	706	727	740	762
Chocolate and chocolate confectionery, in thousands of tons	532	433	456	446	559
Crude ethyl alcohol, in millions of dekaliters	313	306	316	328	320
Nonalcoholic beverages, in millions of dekaliters	328	351	375	348	357
Cigarettes, in billions	364	364	365	359	369
Smoking tobacco (including pipe tobacco), in tons	1,300	1,100	1,200	1,200	1,200
Fermented tobacco, in thousands of tons	275	257	249	246	291

1. BASIC INDICATORS OF TRADE DEVELOPMENT

	<u>1980</u>	<u>1982</u>	<u>1983</u>
Volume of retail commodity turnover in state and cooperative trade, including public catering, in billions of rubles	270.5	295.7	305.8
in percentages of 1980	100	104.3	107.1
Per capita volume of retail commodity turnover, in rubles	1,019	1,095	1,122
in percentages of 1980	100	102.6	104.4

	<u>1980</u>	<u>1982</u>	<u>1983</u>
Reserve commodity stocks in retail and wholesale trade and in industry at the end of the year, in billions of rubles	67.1	85.0	91.3
in days of commodity turnover	96	114	116
Number of retail trade enterprises (at the end of the year)	695,200	695,500	699,900
Trading area of stores, in millions of square meters	46.097	48.576	49.836

Note: In this and subsequent tables the data in money terms are cited in prices of the corresponding years and the growth rates of commodity turnover have been calculated in comparable prices.

2. RETAIL COMMODITY TURNOVER IN STATE AND COOPERATIVE TRADE, INCLUDING PUBLIC CATERING, BY UNION REPUBLICS IN 1983, IN BILLIONS OF RUBLES [EXCEPT WHERE OTHERWISE STATED]

	Total retail commodity turnover	Including turnover of public catering	<u>1983, in percentages of 1980</u>	
			<u>Total retail commodity turnover</u>	<u>Including turnover of public catering</u>
USSR	305.84	26.772	107.1	108.7
RSFSR	174.949	15.261	106.5	106.9
Ukrainian SSR	51.993	4.903	106.2	107.8
Belorussian SSR	11.182	937 million	107.0	109.9
Uzbek SSR	12.892	1.058	118.6	117.2
Kazakh SSR	14.737	1.198	107.2	114.3
Georgian SSR	4.929	555 million	108.3	110.6
Azerbaijan SSR	4.265	425 million	107.9	118.9
Lithuanian SSR	4.544	430 million	104.0	112.3
Moldavian SSR	3.978	366 million	108.5	113.4
Latvian SSR	3.985	409 million	101.5	108.8
Kirghiz SSR	2.991	243 million	109.0	107.3
Tajik SSR	2.723	243 million	113.4	119.6
Armenian SSR	2.913	255 million	105.3	115.3
Turkmen SSR	2.425	174 million	113.6	117.4
Estonian SSR	2.488	248 million	104.6	108.7

3. PER CAPITA RETAIL COMMODITY TURNOVER IN STATE AND COOPERATIVE TRADE, INCLUDING PUBLIC CATERING, IN URBAN SETTLEMENTS AND RURAL LOCALITIES in 1983

	<u>Rubles</u>	<u>In percentages of 1980</u>
All commodities	1,122	104.4
including:		
food products	565	102.2
nonfood products	557	106.7
Total commodities sold in urban settlements, calculated per capita of urban population	1,383	102.3
including:		
food products	692	100.6
nonfood products	691	104.3
Total commodities sold in rural localities, calculated per capita of rural population	647	106.9
including:		
food products	333	103.6
nonfood products	314	110.9

The rural population purchases a significant amount of commodities in city stores.

4. COMMODITY COMPOSITION OF RETAIL COMMODITY TURNOVER IN STATE AND COOPERATIVE TRADE, INCLUDING PUBLIC CATERING, IN BILLIONS OF RUBLES [3-DIGIT FIGURES SHOULD BE READ IN MILLIONS WITHOUT DECIMAL POINT]

	<u>Total</u>			<u>Including commodity turnover of consumer cooperatives</u>		
	<u>1980</u>	<u>1982</u>	<u>1983</u>	<u>1980</u>	<u>1982</u>	<u>1983</u>
ALL COMMODITIES	270.547	295.653	305.84	76.423	83.304	86.115
FOOD PRODUCTS	137.336	148.856	153.891	40.569	44.362	46.026
Meat and meat products	19.648	21.156	22.539	3.451	4.362	4.835
Fish and fish products	4.778	5.041	4.916	1.271	1.302	1.297
Animal oil	4.390	4.044	4.453	.661	.556	.644
Vegetable oil	1.294	1.393	1.439	.542	.572	.604
Other fats	1.519	1.634	1.621	.460	.471	.480

	<u>Total</u>			<u>Including commodity turnover of consumer cooperatives</u>		
	<u>1980</u>	<u>1982</u>	<u>1983</u>	<u>1980</u>	<u>1982</u>	<u>1983</u>
Milk and dairy products (except cheese and sheep's milk cheese)	6.863	7.104	7.425	.820	.831	.883
Cheese and sheep's milk cheese	1.352	1.407	1.531	.204	.196	.213
Vegetable, fruit and berry preserves	2.397	2.522	2.617	.663	.671	.701
Eggs	3.918	4.261	4.375	.405	.468	.539
Sugar	6.773	6.967	6.963	2.759	2.789	2.795
Confectionery	8.956	9.335	9.646	3.055	3.129	3.200
Tea	1.228	1.360	1.358	.473	.523	.509
Salt	.151	.146	.148	.070	.065	.065
Bread and bread products	8.406	8.691	8.763	3.600	3.777	3.825
Flour	2.562	2.628	2.645	1.189	1.236	1.230
Groats and legumes	1.759	1.601	1.680	.702	.646	.683
Macaroni foods	.818	.860	.831	.330	.345	.342
Potatoes	1.090	1.259	1.333	.209	.233	.245
Vegetables	3.882	4.189	4.422	.715	.774	.832
Fruit, berries, watermelons and melons	3.689	4.738	5.127	.749	.902	1.035
Other food products	47.995	54.411	55.930	17.463	19.648	20.188
Price markup of public catering	3.868	4.109	4.129	.778	.863	.881
NONFOOD PRODUCTS	133.211	146.797	151.949	35.854	38.942	40.089
Cotton fabrics	1.676	1.689	1.810	.767	.718	.766
Wool fabrics and kerchiefs	2.292	2.062	1.999	.632	.601	.593
Silk fabrics	3.557	3.585	3.538	1.343	1.315	1.303
Linen fabrics	.350	.314	.337	.121	.097	.103
Clothing and underwear	24.199	26.334	27.283	6.751	7.320	7.593
Furs and fur products	1.140	1.841	1.882	.313	.478	.473
Hats	.380	.406	.427	.103	.115	.129
Knitted wear	11.087	11.934	12.000	3.188	3.408	3.463

	<u>1980</u>	<u>Total</u>		<u>Including commodity turnover of consumer cooperatives</u>		
		<u>1982</u>	<u>1983</u>	<u>1980</u>	<u>1982</u>	<u>1983</u>
Socks and stockings	2.610	2.718	2.784	.823	.854	.886
Leather, textile and combined footwear	10.810	11.856	11.961	2.932	3.164	3.168
Felt footwear	.193	.158	.144	.101	.079	.071
Rubber footwear	1.104	1.154	1.135	.545	.561	.536
Laundry soap	.247	.206	.205	.124	.099	.096
Synthetic cleansing agents	.948	.910	.947	.306	.321	.343
Toilet soap	.453	.446	.444	.114	.116	.113
Perfumes	2.645	3.012	3.090	.598	.662	.687
Haberdashery	7.285	7.746	7.818	1.500	1.654	1.672
Thread	.144	.135	.168	.057	.054	.067
Tobacco products and makhorka	4.599	6.293	6.517	1.384	1.843	1.933
Matches	.181	.169	.169	.079	.071	.072
Kerosene	.051	.043	.037	.035	.029	.028
Cultural, domestic and practical goods	46.857	52.070	54.322	11.620	12.782	13.006
including:						
clocks	1.339	1.250	1.258	.341	.330	.322
radio products	4.745	5.490	6.044	1.105	1.179	1.281
musical items	.360	.375	.384	.058	.059	.062
sporting goods	.890	.923	.940	.184	.183	.182
toys and tree decorations	1.357	1.482	1.574	.375	.409	.442
school notebooks, paper and stationery	1.643	1.650	1.717	.368	.380	.400
printed publications	3.152	3.736	4.077	.254	.278	.297
electric goods	3.264	3.508	3.669	.899	.940	.988
motorcycles, motor scooters, bicycles and mopeds	1.808	1.946	2.128	.862	.966	1.017
sewing machines	.164	.174	.174	.045	.068	.067
furniture	5.976	6.508	6.800	1.764	1.884	2.006

	<u>1980</u>	<u>Total</u>		<u>Including commodity turnover of consumer cooperatives</u>		
		<u>1982</u>	<u>1983</u>	<u>1980</u>	<u>1982</u>	<u>1983</u>
rugs and rug products	3.927	5.444	5.199	1.178	1.641	1.634
metal beds	.116	.108	.102	.056	.054	.051
metal utensils	1.731	1.874	1.971	.685	.694	.739
china and glazed pottery, earthenware, glassware	1.936	2.287	2.200	.641	.752	.712
jewelry	4.637	3.509	3.252	.905	.751	.787
Other nonfood products	10.403	11.716	12.932	2.418	2.601	2.988
including:						
window glass	.045	.049	.051	.027	.030	.031
lumber, cement, brick and other building materials	2.176	2.528	3.060	1.057	1.184	1.480

5. SALE OF CULTURAL AND DOMESTIC COMMODITIES THROUGH STATE AND COOPERATIVE TRADE [IN MILLIONS OF ITEMS UNLESS OTHERWISE INDICATED AS THOUSANDS]

	<u>Total sold</u>	<u>1980</u>		<u>Total sold</u>	<u>1983</u>	
		<u>Sold by consumer cooperatives</u>	<u>Proportion of consumer cooperatives in total sales</u>		<u>Sold by consumer cooperatives</u>	<u>Proportion of consumer co-ops in total</u>
Clocks of all types	40.257	13.018	32.3	43.654	13.927	31.9
Refrigerators	4.91	1.642	33.4	4.724	1.568	33.2
Washing machines	3.538	1.293	36.5	3.842	1.395	36.3
Electric vacuum cleaners	2.714	475,000	17.5	3.040	530,000	17.4
Electric irons	11.512	3.885	33.7	11.449	3.633	31.7
Bicycles and mopeds	4.639	2.538	54.7	4.865	2.614	53.7
Motorcycles and motor scooters	1.210	569,000	47.0	1.245	632,000	50.8
Passenger cars	1.193	265,000	22.2	1.487	271,000	18.2
Radio receivers	6.634	2.17	32.7	6.209	1.996	32.1

	<u>1980</u>			<u>1983</u>		
	<u>Total sold</u>	<u>Sold by consumer coopera- tives</u>	<u>Proportion of consumer cooperatives in total sales</u>	<u>Total sold</u>	<u>Sold by consumer coopera- tives</u>	<u>Proportion of consumer co-ops in total sales</u>
Televisions	6.523	2.037	31.2	7.409	2.195	29.6
including color tele- vision	1.758	268,000	15.2	2.773	397,000	14.3
Tape recorders	2.755	583,000	21.2	3.43	727,000	21.2
Pianos	161,000	23,000	14.3	149,000	23,000	15.4
Cameras	2.315	441,000	19.0	1.923	357,000	18.6

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

DEFICIENCIES IN 'AESTHETIC' APPEARANCE OF GOODS SCORED

Tashkent EKONOMIKA I ZHIZN' in Russian No 7, Jul 84 p 74

[Article by T. Osipova: "Why We Decline to Buy"]

[Text] This instructive incident occurred at the time of the preparations for the launch of the world's first artificial earth satellite. During the inspection of the system, main designer S.P. Korolev suddenly flew into a rage: "What is the source of this irresponsibility?"

The testers looked over the satellite meticulously and shrugged their shoulders in bewilderment--everything appeared normal.

"You just look at this weld! It is not pleasant to look at you know!"

The bond was solid and reliable and met the technical conditions. But on taking a closer look, they saw that the work had indeed been performed in an ugly manner, a little dirty, as they say.

"But after all, no one will see it," someone noted timidly.

"And for whom are you working? For yourselves perhaps?" And for a long time, Sergey Pavlovich could not calm down. Even many years later, he often recalled this ugly weld.

Let us now think back. Who among us has not experienced an uneasy feeling upon encountering a sloppily manufactured or presented item, even one fully meeting the GOST [All-Union State Standards] requirements? "There is no need to explain," was said at the 26th CPSU Congress, "how important it is that everything surrounding us bear in itself the seal of beauty and good taste." It would seem that we are only talking about the aesthetic side of the commodity, but that is only the first impression.

Judge for yourselves. Fruit and berry juices produced in glass packaging by the Novotashkentkiy Canning Plant of the Uzbek SSR Ministry of the Fruit and Vegetable Industry are somehow considered to be a commodity that is hard to sell. There is often no demand for them, even though they are displayed for sale in all of the republic's food stores. But when the plant collective acquired a new manufacturing line for packaging the juices in colorfully lithographed tin cans with a volume of 0.3 kilograms, there was a sharp increase in demand for production.

The Tashkent candy factory "Urtak" produces more than 30 descriptions of production that are in great demand by the population. But individual kinds of production have such colorless and boring labels and such unattractive and inexpressive boxes that the customer passes by with hardly a glance at them. Possibly the quality corresponds to the labels? Specialists assert authoritatively, however, that several of the "unsaleable" sorts of candy are manufactured in accordance with the strictest requirements both in terms of their taste qualities and in their nutritive value and often surpass imported kinds. But the difficulty is in the displaying.

Fruit juices, canned vegetables and candies have good taste qualities but they are put on sale poorly packaged with labels with markings unsuitable for advertising that are made up at a low graphic level, faded labels with texts that are hard to read. "All of this hinders us in selling the output and has a negative effect on the plan," we were told in the Tashkent delicatessen "Moskva," one of the largest in the republic's capital. Thousands of shoppers pass through its doors every day, and by the end of the shift there are always items remaining that have been "rejected" by the shoppers, items with dirty and torn labels that in addition are barely hanging on.

More and more often, trade representatives complain that bottles with "Tashkentskaya" mineral water have started to come in without labels, and sales have fallen off sharply. Can it really be just because of the lack of labels? Yes. For in addition to the fact that the label indicates the producing enterprise and the name of the drink, it also informs us of its chemical composition, the date when it was filled and how long it can be stored, and inscribed on it is the price without the value of the container. By the way, the regulations do not permit the sale of production that is without identity.

Many types of nonfood commodities also have serious shortcomings in their aesthetic display. Who has not refused to buy something just because of the way the commodity label looked? Take, for example, the label from a woman's dress sewn by the Andizhan Sewing and Dry Goods Factory of the Uzbek SSR Ministry of Local Industry. The small dirty-gray piece of cotton cloth had become unsewn at the edges, the threads are hanging out, it was not stamped clearly, the text is blurred, and the requisites are hard to read.

Aesthetics is an organic part of our way of life and it is essential to pay more attention to the demands of the growing aesthetic culture of consumers. In industrial sectors, there is now a mass revision and renewal taking place in the operating standards and technical conditions for the purpose of improving them. It is thought that it is now essential to include in this documentation those indicators that would specifically and rigorously standardize the aesthetic qualities of goods. Such an addition would increase the role of standards in improving the quality of output.

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HOUSING AND PERSONAL SERVICES

UKSSR SUPREME SOVIET ISSUES CO-OP HOUSING DECREE

Moscow IZVESTIYA in Russian 8 Aug 84 p 2

[Report by IZVESTIYA Kiev correspondent A. Dolenko: "How to Help the Cooperative"]

[Text] The Presidium of the UkSSR Supreme Soviet has reviewed the status of cooperative housing construction in the republic.

Not too long ago, it seems that there was no problem in Kiev in joining a housing construction cooperative, but now the queue here numbers about 30,000 families. And such cooperatives are not building very much: every fourth apartment of those being rented in the city now is on their account. But opportunities in this matter, it turns out, have far from been exhausted. The same situation exists in other cities in the Ukraine as well.

"Local soviets everywhere in the republic are proceeding to extend cooperative principles in housing construction," states M. V. Lavrukhin, deputy chairman of the Construction and Construction Materials Industry Commission of the UkSSR Supreme Soviet. "However, deputies who have visited the Donetsk, Volyn and other oblasts and analyzed the course of cooperative construction have come to the conclusion that less is being done here at present than should be done."

The ispolkoms of the Ivano-Frankovsk, Kirovograd, Chernovtsy and Cherkassy oblast soviets are devoting insufficient attention to these matters. The targets for commissioning cooperative dwellings and assimilation of funds for their construction have been fulfilled by only 50 to 60 percent since the beginning of the five-year plan in these oblasts. In the republic as a whole, 362,000 square meters of cooperative housing less than what was stipulated by the five-year plan have been commissioned over the past 3 years, and 190 million rubles of capital investment have not been assimilated in these construction projects.

The periods of time for erecting cooperative dwellings often exceed the norm. They are being built sporadically throughout the year. The quality of construction and installation operations is still low.

At a time when nearly 250,000 families are waiting to receive cooperative housing, only about 24,000 apartments are being commissioned in a year.

Precisely for this reason, the Construction and Construction Materials Commission of the UkSSR Supreme Soviet introduced a proposal in the Presidium of the republic's Supreme Soviet to examine the problems of the ZhSK's [housing construction cooperatives] at one of its meetings.

And such a meeting was held. P. Ye. Yesipenko, deputy chairman of the republic's Council of Ministers, delivered a report at it. The managers of a number of construction ministries and departments, as well as of the ispolkoms of oblast soviets, shared their views on the matter submitted for discussion.

And what was the opinion at which the meeting's participants arrived?

Operating problems in the construction of cooperative housing often begin with the very preparation for construction. Here is an example. The Kiev oblispolkom planned to build 10 houses for the cooperatives. But they didn't establish the cooperatives themselves here, and naturally, the plan outlined fell through.

Not everything has been put in order with regard to the allotment of land for development, as well as the procedure for joining cooperatives. There are frequent cases in which families with satisfactory housing conditions are put on the list in them, but they do not accept those who have a critical need for housing.

Of course, cooperative housing construction is not simple. They usually build houses out of brick here. There are many difficulties in connecting utility lines.

"In order to increase the soviets' role in resolving problems connected with organizing cooperative housing construction," noted A. S. Statinov, member of the Presidium of the republic's Supreme Soviet and chairman of the Donetsk Oblast ispolkom, "the limits on it should be allocated to the ispolkoms of local soviets, but not to ministries and departments, as this is being done now."

The meeting's participants agreed that this is reasonable.

On 1 April this year, it was noted at the meeting, financing had not been formalized for the construction of 442 cooperative dwellings out of the 717 stipulated by the plan. The ispolkoms of local soviets of people's deputies and departments relaxed supervision over the observance of planned discipline in capital construction, are permitting the diversion of material and labor resources from construction starts for projects which have not been stipulated by the state plan, and are not utilizing the capacities of construction organizations to the full extent.

The discussion demonstrated that the state of affairs in cooperative construction is not being thoroughly analyzed in the ispolkoms of many soviets. These matters are seldom considered at meetings of ministry collegiums and departments, either. The facts of nonfulfillment of plans for such construction are not always given an evaluation based on principle. The permanent commissions of soviets and deputy groups and posts are poorly involved in its supervision.

And it is not coincidental that while the plan for introducing cooperative housing in the republic as a whole was overfulfilled in the first half of this year, the Volyn, Dnepropetrovsk, Kiev, Ternopol, Khmel'nitskiy and Cherkassy oblasts did not cope with the target established. A significant lag in utilizing the limits of capital investments has been tolerated in the Ivano-Frankovsk, Sumy, Kherson, Chernigov, Vinnitsa and other oblasts

Or take the planning of capital investments for cooperative housing construction. It is being conducted in oblasts without taking into account the people's demands for cooperative housing and the capacities of contracting construction organizations which are available.

The fact that construction organizations often build their own housing, which was not stipulated by any plans, by using resources allocated for planned projects has an adverse effect on the rates and quality of cooperative housing construction. Last year just the organizations of the UkSSR Ministry of Rural Construction failed to put into use nearly 25,000 square meters of cooperative housing, but they built 35,300 square meters more than was planned for themselves. And this year the story is being repeated. The assimilation of funds for cooperative construction in the Ministry of Rural Construction now amounts to 38 percent, but it amounts to 87 percent of the annual plan for their own housing. The UkSSR Ministry of Industrial Construction underfulfilled construction and installation operations in cooperative construction over the 6 months by 4.2 million rubles, but it has already utilized 19.9 million rubles for their own housing, which exceeds the annual plan by 1.5 million rubles.

In summing up the exchange of views, A. P. Vatchenko, chairman of the Presidium of the UkSSR Supreme Soviet, noted that discussion of the matter submitted by the commission will serve to further increase the role and responsibility of soviets and their organs for the state of affairs in cooperative housing construction and to better utilize the reserves and capacities that are available.

In the decree approved, the Presidium of the UkSSR Supreme Soviet demanded that ispolkoms of local soviets in the republic and construction ministries and departments eliminate the shortcomings noted at the meeting in the shortest possible time.

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HOUSING AND PERSONAL SERVICES

LATVIAN SSR PRESIDIUM CHAIRMAN ANSWERS IZVESTIYA READERS

Moscow IZVESTIYA in Russian 27 Aug 84 p 2

[Interview with P. Strautmanis, chairman of the Presidium of the LaSSR Supreme Soviet, in Riga by IZVESTIYA correspondents L. Shamenkova and Ye. Vostrukhov: "How Your Words Will Be Answered..."]

[Text] [Question] The letters we've chosen are not exceptional in the general flow of mail which the editorial staff receives from Latvia. Neither are they united by a common theme. Nevertheless, if they are compared, every letter will prove to be about consideration for a person. In this regard, let us dwell on the letter from Riga resident A. Berzin'sha. Commenting on materials in IZVESTIYA under the heading "More Good Commodities," he says that it is difficult to buy high-quality footwear in the republic's stores. "Why are light industry enterprises continuing to turn out goods for which there is no customer demand?" the reader asks.

[Answer] "Letters like this also come to us in the Presidium. We analyze them closely and draw the appropriate conclusions. Yes, indeed, the problem of consumer goods production is important for our republic. In responding to the letter's author, I would like to remind him that we have quite a few enterprises which turn out high-quality products. There are the Ausma and Latvijas Stikls production associations, the Aurora factory, and others. Unfortunately, however, it also happens that good raw material and materials are turned into shoddy products which accumulate on store shelves and are not in demand by the customers. Such a situation cannot be considered tolerable. This is why we discussed the work of the Ministry of Light Industry at a meeting of the Presidium of the LaSSR Supreme Soviet.

"A spirited discussion was held, in the course of which deputies criticized the ministry for lagging behind modern production methods, for poor introduction of new technology, and for inattention to an increase in labor productivity. And this discussion had an effect, I'll tell you. The deputies again stressed that turning out goods for the people is a task which requires the joint efforts of local soviets and departments..."

[Question] "Tell us about this in more detail, please."

[Answer] "The people's elected representatives have begun to struggle more energetically lately for fulfillment of consumer goods production plans. Matters which affect consumer goods production are examined at soviet sessions and at meetings of their ispolkoms and permanent commissions. The deputies are taking the output of products of the highest quality category and with the 'Novinka' emblem under their supervision. A territorial system of managing product quality and commissions on consumer goods are functioning in many rayons. Recently the Presidium of the republic's Supreme Soviet approved a special decree on the work of the Proletarskiy Rayon Soviet of People's Deputies in Riga to increase the production and quality of consumer goods. This problem is in the center of attention for deputies from Daugavpils, Liepaya and Rezekne."

[Question] "Incidentally, IZVESTIYA reader Z. Drande, from Valmiera, notes in her letter the regenerated activity of Riga enterprises, which are filling the market with high-quality goods."

[Answer] "We are pleased to see such letters in the newspaper, of course. Nevertheless, we are not satisfied with the production of goods for the people. More can and should be done."

[Question] "Each letter is individual, just like the reasons which give rise to it. Let us read again what Dmitriy Stepanovich Rummyantsev, a disabled veteran of the Great Patriotic War, writes. 'Many times circumstances of life and poor health have forced me to turn for assistance to specialists in the polyclinic where I am registered, and there has not been a case when they have not helped me. But recently I asked Comrade Ol'shevskiy, chairman of the dorprofsozh [Travel Committee of the Railway Transport Workers Trade Union] of the Baltic Railroad, to grant me a travel authorization to the sanatorium, and I received a reply from him to the effect that you don't receive a travel authorization if you don't work. I worked on the Baltic Railroad for 25 years.'"

[Answer] "This letter, which is in sharp contrast to those traditions which have taken shape in our republic of surrounding every veteran with care and attention, disturbed me deeply. When we began looking into the letter, it turned out that the rayon department of social security was looking for the chance to grant a travel authorization to the sanatorium to the writer of the letter. Well, it should have helped! However, Comrade Ol'shevskiy not only did not want to come to meet the veteran, but permitted crudeness as well, for which he was seriously penalized, incidentally."

"We often talk about tactfulness. This is a good quality, of course. But it is certainly more important to observe existing legal rules precisely and to carry out official duties as prescribed."

[Question] "Among the letters with which you have familiarized yourself, there is a complaint from the city of Rezekne. The writer, S. Tsars, tried for three and a half years to have defective lights on Yaroslavas Street replaced. Those to blame for such procrastination are finding a lot of excuses, of course. But after all, we cannot help but take into account the moral harm inflicted on people by bureaucratism like this..."

[Answer] "Unfortunately, I often have to come into contact with problems like this. They haven't repaired a roof there, and they closed a store there. The Presidium reception room receives quite a few such letters. And they compel us to think about the reasons which make people turn to the authority of highest instance. The letter from Rezekne is a typical specimen of the red tape tolerated by local organizations, particularly the rayon electric systems service and the gorispolkom. I think the action of managers directly responsible for such procrastination will be given an evaluation based on principle. After all, the residents wrote to the editorial staff only after the city soviet's ispolkom defended the guilty persons in a 3-year lawsuit.

"Unfortunately, managers who are not carrying out their direct responsibilities are often treated too indulgently by local organs of authority. But we must turn from understandings and exhortations to actions, right up to dismissal of the guilty persons from the positions they hold. The Presidium of the republic's Supreme Soviet and its reception office exercise continuing and strict supervision over the work of ministries, departments, local soviets, enterprises, organizations and institutions in considering the working people's letters and appeals."

[Question] "But what about letters to which it is impossible to give a positive answer? There are such letters..."

[Answer] "There are problems which we are unable to resolve immediately. What do we do here? I think the main thing is to honestly and openly explain the difficulties to the people, not to hide the truth from them.

"Bitter letters: 'I am living in a broken-down house,' 'in a dormitory,' and 'I have been on the waiting list for an apartment for 10 years...' In each case you have the desire to help. But at times you have to reply with a denial. And this despite the scope of housing construction in our republic.

"In Riga alone last year, 5,860 families received new apartments. This year construction workers have pledged to put 1.15 million square meters of dwelling space into use. In addition, hospitals, schools, nursery schools and shopping centers are being built at the instructions of the voters. Much capital repair is being carried out on residence buildings. Nevertheless, the difficulties with dwelling space have not been overcome."

[Question] "Bitter letters regarding the installation of apartment telephones also are being received from Latvia..."

[Answer] "I will be absolutely truthful if I say that employees of the LaSSR Ministry of Communications, and Minister O. Stungrevits personally, are to blame for the appearance of such letters. Yes, we still have difficulties with telephones. Demands from the people for telephones which function well are increasing continuously. In the Riga ATS-27 [automatic telephone station-27] alone, 400 applications for telephone installation from veterans of the Great Patriotic War have been accumulated, and 9,700 applications in all have not been handled. Under such conditions, when it is impossible to meet the requests of those who apply, the strictest observance of legality is necessary.

"Any loopholes or violations of the order of priority immediately give rise to complaints. In the meantime, bring the proper order to the ministry in this matter, post the lists, and organize public verification to ensure observance of the order of priority, and the people will stop attacking the higher organizations with letters."

[Question] "You wish to say that complaints come in sometimes because people have been inadequately informed?"

[Answer] "I will cite just one fact. Riga's Oktyabr'skiy Rayon ispolkom organized hearings for citizens on personal matters directly at enterprises. In addition, open discussions of letters are being conducted in which employees of rayispolkoms, representatives of municipal services, construction workers and architects are taking part. We are continually looking for new forms of communication between the soviets and the labor collectives; work also is being carried out among the people at their places of residence. In a word, we are trying to bring the deputies' activity closer to the working people's urgent requests."

[Question] "Then how do you explain the letter from Riga resident I. Mashonkin complaining that G. Tomsons, the deputy chairman of the ispolkom of the Proletarskiy Rayon soviet, did not receive him without an appointment, although there was no one in the waiting room at that time?"

[Answer] "We have made Comrade Tomsons strictly responsible for this. But for all that, let us think a little about something else. Why did the person come in with a complaint?"

"A number of organizations were named in the letter--the Latkommunproyekt institute, the housing production administration of Proletarskiy Rayon, and the repair and construction administration, which should have repaired a house on Fricha Gaylya Street which is an architectural monument. As a result, because of lack of coordination among the organizations mentioned, operations were held up. And as a result--a complaint."

"Of course, everything I have said does not excuse the fact that sometimes it is impossible to reach managers even during reception hours. Nevertheless, I repeat, if each one is responsible for the work with which he has been entrusted and carries it through to completion, there will be less complaints."

[Question] "The letters are a sort of barometer of the mood of the people. And of course, stirring the local soviets to greater activity, it seems to us, will be reflected in the content of letters which come to our editorial staff from Latvia."

[Answer] "Let us hope... The people do not complain about good work, but write their gratitude. However, that is life. And it places more and more new tasks before us every day. There also are quite a few difficulties. In order to overcome them, maximum efforts are required of deputies at all levels who have been called upon to realize our society's social program."

HOUSING AND PERSONAL SERVICES

RUTGAYZER CITES REASONS FOR IMPROVED LIVING STANDARD

Moscow SOTSIALISTICHESKAYA INDUSTRIYA in Russian 14 Sep 84 p 3

/Article by V. Rutgayzer: "In the Interests of the People"/

/Text/ Recently, for the fourth time in the past year and a half, the Soviet people with an understandable feeling of satisfaction greeted the news of the next reduction of the retail prices on many manufactured goods. This measure of major proportions, which in a year saves the population 2.2 billion rubles, is clear testimony to the fact that the steadfastness with which the decisions of the 26th Party Congress and subsequent plenums of the CPSU Central Committee on raising the population's standard of living are being fulfilled.

In order to more graphically show the consistency of the party line and the completeness of its solution of problems, we must remember that the reduction of prices is only one of the actions being carried out, in fact, simultaneously. Another is the seasonal clearance sale of goods. It also is not happening for the first time, but for the third. Therefore, prices in this clearance sale are being set also substantially lower than normal--by 40 percent. The gain of the people from the present sale will be approximately half a billion rubles. There is a simultaneous, temporary increase in the retail prices of certain goods with the index "N," but the state is moving them out of the category of more expensive novelties and into normal serial production.

Taking into account only these measures from the field of pricing policy, the total gain of consumers in the last year and a half exceeds 9 billion rubles, which is comparable to the 5-year allocations for development in the field of large-scale industry.

But, we must note that the purchasing power of the population (which is an important characteristic of prosperity) depends not only on the level of prices. Another factor is the change in wages. During 4 years of the 5-Year Plan, the average monthly wage of workers and office personnel has risen from 169 to 185 rubles. It increases continually as labor productivity rises. But, periodically, one time increases in wage rates and salaries are implemented. In this 5-Year Plan the concerned laborers in the coal and slate industries and shaft builders. Currently, the wages of workers in public education are being increased. These raises--on the average of 30-35 percent--benefit 6 million people, for which an additional 3.5 billion rubles will be required each year.

The third important factor which determines purchasing power is the public consumption funds. They protect the monetary incomes of the population and make it possible to direct an overwhelming proportion of incomes to the purchase of goods and the payment of services.

Last year, the payments and privileges from these funds amounted to 134.5 billion rubles, which is about 495 rubles for every person. The Soviet people study in schools and higher educational institutions free of charge, stay in hospitals and polyclinics free of charge, and use libraries, athletic and many other facilities, also free of charge. In the present 5-Year Plan, several additional services were introduced. Here we are speaking of the extended paid leaves to working mothers, the grants linked to the birth of a child, and pension benefits to mothers with many children. By improving the support for children in preschool institutions (and on a nationwide scale this required considerable means) many parents are partly or completely freed from payments to a kindergarten or nursery. The conditions of life for participants in the Great Patriotic War and the families of those killed in wars are also improving.

Now, take those aspects of our life which are conditioned by the development of housing construction, transportation, and municipal and personal services. We should bear in mind the decision of the party and the government of these questions. Our expenditures on housing, transportation, and municipal-personal needs comprise not more than 15 percent of our salaries. The remainder, which is more than 8 billion rubles a year, will be made up by public consumption funds.

We notice that more than half of the aggregate sum of payments and benefits from public funds come to us in the form of monetary payments. Taking into account the increase in our wages, these payments from the level of 1970 to the present have doubled.

As for the system of pricing, it is here that the state includes, in effect, still another source of our incomes, of which we sometimes aren't aware. This question concerns the subsidies on retail prices. Compensations to enterprises and a supported level of below-cost prices on certain goods makes them accessible to people of even small incomes. This is a longstanding and firm course of our socialist society.

I will give an example. Since 1961 the prices on meat and dairy products have been stable, despite the fact that during this whole time they were produced at a loss. The volume of demand during this time roughly doubled. Clearly, the subsidy of the state needed to be constantly increased. Last year more than 40 billion rubles were spent on these targets.

The same occurs with several other foodstuffs and manufactured goods: with the size of commodity circulation (and in state and cooperative trade in comparison with 1965 this almost tripled) it is necessary to increase the compensations from the state budget. So that this process will not be interrupted, the Politburo of the CPSU Central Committee, having approved a proposal on the execution of the next price reductions, simultaneously underlined the necessity of strengthening the role of workers' collectives in lowering the

cost of production and raising labor productivity. This, rightly, is deemed a necessary condition for the creation of additional materials and financial resources towards the successful fulfillment of the 5-Year Plan's social program.

Let us examine this in a concrete situation. Take medicines. Their prices formerly provided to manufacturers only a nominal profit. It is clear that the next reduction affects profitability. This is why it is necessary to expand the struggle in this and other fields for the above-plan increase of worker efficiency and a decrease in the cost of production. This is the correct way of maintaining profitability at a level which provides to the manufacturers a full-scale replenishment of funds for economic stimulation. Thus the guarantee is created that workers in industry, having attained goods as purchasers through the lowering of prices, will not remain without incentive as producers.

It is especially important to point out that on children's products prices have been reduced even more substantially. Thus, on summer clothing made of acetate and triacetate fabrics for adults the reduction is 20 percent, while for children it is 30 percent. Approximately the same relationship in the price levels on synthetic weaves of hosiery for adults and tights made from stretch fabrics for children, and cotton-knit stockings for each, respectively.

Prices on children's articles are always put under special control by the state. Retail prices here include only a minimal profit, on which, as a rule, the turnover tax is not applied. But certain goods of this category from year to year are sold at prices lower than the cost of production. This economic approach is the fully-expressed direction of socialist society: children are our most important concern. Not in words, but in actuality.

The reduction of prices on medicine is directed most of all towards cardiovascular, asthmatic, and several other types of diseases. Older people, including veterans of war and labor and pensioners, are relatively more interested in this price lowering. From the general increase in longevity, this category of the population will quantitatively increase. It is thus understandable that society gives them increasing attention.

For comparison, I think that the following facts are not without interest: in the most prosperous capitalist country in the world, the United States, from 1967 to the middle of last year the consumer price index tripled! Of each 3.5 dollars which the average American spends on goods and services, 1 dollar is irretrievably wasted on indirect taxes--and these do not depend on the level of income. Thirty-five million people and about 20 million jobless or under-employed persons live below the so-called "poverty level" in the United States. Since only the beginning of the current U.S. administration, the standard of living in the country has dropped by one-fifth.

Comparing these tendencies with ours, we see graphically what actual concern there is for human rights under socialism.

HOUSING AND PERSONAL SERVICES

DEVELOPMENTS IN RURAL HOUSING CONSTRUCTION EXPLAINED

Moscow SEL'SKAYA ZHIZN' in Russian 2 Sep 84 p 2

[Article by V. N. Chuprina, chief, Capital Construction Main Administration, USSR Ministry of Agriculture: "One's Own Home in the Village"]

[Text] At Your Request

The editors receive quite a few letters in which the workers of fields and farms ask us to talk about individual housing construction in the village. Judging from their contents, it seems that the readers are interested, above all, in measures to stimulate the inhabitants of villages to build homes, based on their own savings. What is being done along these lines? At the request of SEL'SKAYA ZHIZN', these readers are answered below by the chief of the Capital Construction Main Administration, USSR Ministry of Agriculture, V. N. Chuprina.

It is noteworthy that the village workers in their letters remark on the significant growth of housing construction in the rural areas. This is a gratifying fact. Indeed, the volumes of housing construction, as well as that of facilities for social, cultural, and everyday purposes are increasing from year to year. For example, during the present five-year plan alone 176 sq. million meters of housing are scheduled to be introduced in the rural areas. It must be said that, along with state sources of financing, there has been an active development of housing construction, drawing upon the funds of kolkhoz members, sovkhos workers, and the rural intelligentsia. Thus, last year more than 10 million sq. meters of such housing was introduced, or 386,000 more than in 1982. This was facilitated by a number of measures adopted by the party and the government at the end of the 10th and the beginning of the 11th Five-Year Plans. A particular impetus was given to this matter by the May (1982) Plenum of the CPSU Central Committee.

In examining measures with regard to the social re-structuring of the village as an organic part of the Food Program, the Plenum approved the decree of the CPSU Central Committee and the USSR Council of Ministers, entitled "On Measures to Further Improve Housing, Communal-Everyday, and Socio-Cultural Conditions of Life among the Rural Population." In particular, it provides for a significant growth in the volumes of individual housing construction by means of funds from the population and the housing-construction cooperatives.

The state grants individual builders considerable privileges. For example, if a kolkhoz member or sovkhoz worker has decided to put up a house by means of his own funds, half of the expenditures are taken upon themselves by the farm enterprise. As a rule, moreover, the kolkhoz or sovkhoz also takes upon itself the concerns of erecting the house and obtaining the materials. In this case, the individual builder makes an initial down payment amounting to 20 percent of the cost of the house. He pays out the remainder over the course of 25 years; moreover, the monthly payment does not exceed the amount of an apartment rental payment. For demobilized servicemen and young specialists the size of the initial down payment is reduced to 10 percent. Furthermore, institutions of Gosbank grant credit to rural inhabitants in the amount of 3,000 rubles, with amortization over a period of 10 years, beginning from the fifth year after the completion of the house.

For those who have decided to build a house with their own hands, provision has been made to allocate market resources of sets of standard houses, parts made of local materials, sanitary-engineering equipment, carpentry, and hardware products. This work is regulated by the ispolkoms of the local and rayon Soviets, which approve lists of individual builders and transmit them to the trade network. Moreover, these lists are the sole documents giving the trade organizations the right to sell construction materials in the rural areas. In this connection, their sales are planned on a quarterly basis. Such an effective form of monitoring controls over the work of the trade network allows us to improve the supplying of builders with materials. With this goal in mind, the centralization of the market resources of timber, sawn lumber, bricks, cement, and slate, has been carried out.

The country has witnessed a broadening of the network of stores specializing in the sale of construction materials and sanitary-engineering equipment to the public. Last year alone some 200 such stores were opened within the system of the Central Union of Consumer Cooperatives. The trade center called "Your Home" enjoys a particular popularity in the suburban areas around Moscow. Here one may buy practically any part for a rural house.

A considerable amount of aid is rendered to the individual builders by the rayon architectural services. They conduct a widespread demonstration to show farmstead-type houses with outbuildings, and they organize mobile exhibits. In a number of rayons standardized houses have been built at which the builders have competed with each other. This work has been skilfully set up in the village of Rassvet, Aksayskiy Rayon, Rostov Oblast. The individual builder here can not only select a house plan to his liking but also obtain the skilled advice of architects and builders.

Workers in the fields and farms of Dnepropetrovsk Oblast make extensive use of the privileges granted to them. Two out of three homes here are erected by means of funds from the population. During the years of the 10th and 11th Five-Year Plans more than 20,000 individual homes were built in the Chuvash ASSR. The number of private homes in Gorkiy Oblast grew by one-third. In the present year alone in the villages of Rostov Oblast 4,000 individual homes will be introduced--twice as much as last year's figure.

Housing-construction cooperatives are enjoying greater and greater popularity among rural inhabitants. Their members can be kolkhoz members, sovkhos workers, specialists, or members of the rural intelligentsia. Lists of ZhSK [housing-construction cooperatives] and house plans are approved at a general meeting of the shareholders. Those who need credit are granted it. Half of the cost of a house is borne by the farm enterprise. Such a house costs a cooperative member 10,000--12,000 rubles.

The construction cooperative movement is most widespread in Uzbekistan. About 700 cooperatives have been created here, and 12,000 persons have become members of them.

The experience of a number of oblasts and republics is convincing testimony that the conditions which have been created at the present time facilitate an extensive development of individual housing construction. However, in Belorussia, Estonia, Latvia, Kazakhstan, and certain oblasts of the Russian Federation this work has not yet received the widespread acceptance which it should have. In places organizational activity with regard to attracting the funds of rural workers into housing construction at times has not been reinforced by material resources. According to the data of the Central Union of Consumer Cooperatives, only a third of the demand have been put up for sale, whereas the planning organs are not in any hurry to increase the market resources to the village for construction materials. Their sales have not yet exceeded 3 percent of the production volume. It is practically impossible to purchase sand, crushed rock, or gravel. Small-scale concrete- and mortar-mixers, hoisting machinery, and power tools are in short supply. Perhaps it would be a good idea to open special rental centers for such equipment, as is being done, for example, in Hungary and Czechoslovakia.

The development of individual construction in the village plays an important role in the social transformation of the village. Along with other factors, it facilitates the strengthening of personnel in agricultural production, the creation of stable labor groups on kolkhozes and sovkhos; it has a direct influence on the implementation of the country's Food Program.

2384

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HOUSING AND PERSONAL SERVICES

SHORTAGE OF BUILDING MATERIALS FOR RURAL HOUSING DISCUSSED

Moscow IZVESTIYA in Russian 4 Sep 84 p 2

[Article by A. Frolov, special correspondent: "The Matter Is Rickety because of a Lack of Order--From the Session of the USSR People's Control Committee"]

[Text] The regular session of the committee was held. It discussed the question of serious shortcomings in the work of Glavkoopkhoshtorg [Main Administration for Trade in Economic Goods] of the Central Union of Consumer Cooperatives with regard to selling the population lumber, construction, and roofing materials, as well as the causes which engendered these shortcomings.

Today the rural inhabitant wants to have a house with all the conveniences, outbuildings, and a garage. But for this purpose, he needs various construction materials, which the Main Administration should supply him with through its own bases in the localities. But it does this badly, as check-ups and the discussion have shown. Therefore, rural inhabitants quite frequently cannot buy slate for their roofs, sawed lumber, or logs in the round, not even to mention the fact that it is utterly impossible to obtain certain construction materials.

But just what shortcomings were discovered by those who did the checking up? Above all, it is playing a fast shuffle with the fulfillment of the plan for wholesale goods turnover. Yu. Lobov, the chief of the Main Administration is no novice in trade; he is a candidate in economic sciences and knows what's what. In order to create the appearance of well-being, he achieved the approval of lightened plans for goods turnover. A lowered plan was also established for the Main Administration for 1984. Its level amounted to 97.2 percent of the actual fulfillment of the 1983 plan. The work proceeded at an easy pace. Perhaps even some dust could be thrown in people's eyes. Yu. Lobov requested that the plan for goods turnover be increased by 30 million rubles. And they met him half-way--they increased it. They even praised him: what a fine manager!

Well now, as soon as the assigned task with regard to goods turnover has been over-fulfilled, it is time for bonuses to be handed out for this. To be sure, according to the statute regarding their being paid out to employees of the wholesale trade centers and offices should take place only on condition that the obligations are fulfilled with respect to the deliveries of goods in the amount, time periods, and group assortments in accordance with the contracts concluded. Now here was something which did not suit the chief of the Main

Administration. He addressed a request to the appropriate administration of the Central Union that commercial and sawed lumber be excluded from the group assortment. V. Nesterenko, the deputy chairman of the administration, without having the right to do so, excluded the indicated materials from the list, having replaced them by plywood and wood-chip panels; and this made it possible to receive bonuses regardless of the fulfillment of the assignments and obligations for deliveries of the basic types of products. As a result, the managerial employees of the lumber-trading centers and offices of the administration for the preceding two years and the first quarter of the current year illegally received 54,900 rubles in bonuses.

At the session facts were cited of unauthorized leave, arbitrary distribution by inter-republic wholesale centers of timber and construction materials in short supply. The principal mass of timber materials which were obtained from de-centralized sources were distributed by Yu. Lobov himself without taking into account commodity reserves, popular demand, or the volumes of individual construction.

In their own turn, the managers of cooperative organizations, taking advantage of the lack of monitoring controls on the part of the Main Administration for Trade in Economic Goods, sold in large amounts to strange organizations and utilized for their own needs many timber and construction materials which had been earmarked for sale to the public. Over a period of two years and five months of the current year organizations of the Dagestan, Voronezh, and Orenburg Consumer Unions took from market resources materials worth 6.1 million rubles. Of these, various organizations were sold materials worth 4 million rubles, while 2.1 million rubles worth of such materials were utilized for their own needs.

Often the sale of building materials to organizations and kolkhozes took place for cash, by means of mutual accounts, or through "dummies." In the Aleksandrovsk Raypo, Orenburg Oblast during the years 1982--1983 and the first quarter of this year goods worth 565,000 rubles were sold in this way, and in the Sakmarsk Raypo--519,000 rubles worth. During this same period, at the direction of the managers of the universal inter-rayon center, goods worth a total of more than 720,000 rubles were sold to "outside" customers.

A check-up has shown that the stores have failed to organize the acceptance of orders from the public for materials and products and their delivery. Certain cooperative managers have created artificial difficulties for the public to obtain the necessary goods. Thus, in 25 out of 39 rayons in Dagestan there are no store-warehouses. The following "procedure" has been established here: first, a rural inhabitant has to receive permission to purchase construction materials at the rayispolkom, then pay their cost and take a certificate to the raypo in order to receive them, and then find a truck and truck-drivers. And he must obtain the materials at the inter-rayon center, which is located some 100--150 kilometers from the purchaser's place of residence. It is natural that such an organization of trade causes dissatisfaction and complaints from people to various organizations, as well as to the editors of the local and central newspapers.

The system of consumer cooperatives has its own logging and wood-processing enterprises, as well as plants for producing reinforced-concrete structural components, bricks, and tiles. These products can be used as additional resources to supplement the market stocks. But they go only to fulfill private needs. The production volume of these products is not increasing. Thus, brick production in 1981 amounted to 134 million units, while last year this figure was 129 million.

With regard to the serious shortcomings disclosed in the work of the Central Union's Main Administration for Trade in Economic Goods on the organization of the sale to the public of timber, construction, and roofing materials, the primary guilt belongs to its chief, Yu. Lobov. But it is also impossible to relieve the chairman of the board of the Central Union, V. Nesterenko, of responsibility for this. Discussion of the results of the check-up at the committee's session demonstrated that he has not deeply delved into the work of the Main Administration, nor has he manifested the necessary strict standards to be required of its managers. V. Nesterenko acknowledged his own guilt and gave assurances that he would correct the situation.

Having discussed the question, the committee delivered a strict reprimand to the chief of the Main Administration for Trade in Economic Goods, Yu. Lobov, for unsatisfactory implementation of the directives on improving the trade in construction materials, serious shortcomings in organizing the sale of these goods to the public, and widespread facts of their being squandered. He has been warned that, if he does not take measures to eliminate the shortcomings disclosed by the check-up, he will be removed from the position which he occupies. The deputy chairman of the board of the Central Union, V. Nesterenko, was also cited.

The decree also makes the following point: it will consider this question again in August 1985.

In attending the committee's sessions, one often hears gratitude for the check-ups and for assistance expressed by those who have just provided explanations of the shortcomings revealed. And one thinks involuntarily: was it really impossible for them not to have noticed the shortcomings in the work by themselves? Furthermore, many of them could have been eliminated in due course. And so, it is not in the organization or in the department that the responsibility for the assigned task lies. And, hence, there are also serious omissions in the work, which entail not only strict fines and monetary accounts but, at times, also transmittal of the materials from the check-ups to the procurator's office.

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CONSUMER SECTOR POLICY AND ECONOMICS

USSR DEPUTY TRADE MINISTER NOTES EFFECT OF PRICE CHANGES

Moscow EKONOMICHESKAYA GAZETA in Russian No 38, Sep 84 p 18

[Article by Suren Yefremovich Sarukhanov, deputy minister of the USSR Ministry of Trade: "An Important Social Measure"]

[Text] In accordance with the resolution of the CPSU Central Committee and the USSR Soviet of Ministers, on 1 September of this year, a routine reduction in state retail prices for a number of manufactured consumer items occurred.

Suren Yefremovich Sarukhanov, deputy minister of the USSR Ministry of Trade discusses the significance of these measures.

I would like to remind the readers of this weekly that in recent years the party and the government have adopted a number of resolutions which have made it possible to an ever increasing extent to saturate the market place with consumer goods.

By way of illustration I will note that during the past 15 years alone the production volume of fabric, clothing, footwear and other light industrial goods has increased 1.5-fold, and the volume of goods intended for household use and which improve the living standard has increased by a factor of 2.6. For example, the production of silk dress fabric from synthetic thread and synthetic thread combined with other fibers will exceed 260 million meters this year.

In the last 15 years there has been a nearly sevenfold increase in the manufacture of such everyday items as women's panty hose from nylon and elastic thread. (This year, more than 100,000,000 pairs are being offered for sale.) This year 212,000,000 rubles worth of children's coats made from synthetic fur will be released. In knitwear alone there has been an 8.2 percent increase in production during the last year as compared with 1980, and in hosiery, a 6.7 percent increase.

What Does 2.2 Mean?

The report by the State Committee on Prices said that an overall reduction in retail prices by 17-30 percent will constitute a reduction of about 2.2 billion rubles per year. What do these numbers mean?

Let us take silk fabric made from synthetic (acetate and triacetate) thread. The cost of one meter of this fabric is significantly higher than for fabric made of cotton yarn (by almost a factor of 3-4). But production using rayon and synthetic thread increases from year to year, and therefore, the possibility exists that the price of fabric made from it will be reduced and approach the price of natural cotton fabric. A new retail price has been established—3 rubles 30 kopecks—replacing the current 4 rubles 70 kopecks. This will lead as well to the reduction in the cost of ready-to-wear made of synthetic materials and will make it possible to broaden the circle of consumers of these items. Now, women's panty hose cost 4 rubles instead of the previous 5, and the price of imported panty hose has dropped by 1.5 rubles.

The population also will benefit greatly from the price reduction in durable goods. Judge for yourself. A "Whirlwind" boat motor now costs 640 rubles (it previously cost 830 rubles), and the price of a "Riga-22" moped has fallen to 45 rubles.

I would particularly like to point out the reduction in the price of children's goods. Children's dresses, sweaters, jumpers, shirts and trousers from various types of fibers have been reduced in price by up to 30 percent. For example, a jumper made of rayon and synthetic fabrics, for a child of up to 10 years of age, costs 5 rubles instead of 7; a dress made of silk acetate for girls 5-6 years of age costs 4 rubles 80 kopecks in comparison with the previous 7 rubles 40 kopecks.

Among children's clothes a big role is played by outer wear made from artificial fur—coats, short coats and jackets. Thirty-seven million meters of artificial fur have been produced. More than 2,500,000 children's coats have been sewn from it. Their new price is 30 percent below the current price. And whereas a teen-age girl's coat previously cost 125 rubles, now it costs 88 rubles, and a 5-6 year-old child's coat now costs 35 rubles instead of the previous 49 rubles 50 kopecks.

The "N" Index

Awarding the "N" ("novelty") index to articles, with a corresponding surcharge added to retail prices, was a good stimulus for those fighting for high-quality products and the broadening of assortment. But the period this designation is in force is limited. Thus, since 1 September, in conjunction with the expiration of the surcharge, many higher quality goods with an "N" index have been reduced 10-20 percent in price, and for individual items, the reduction has been even greater.

The same system has been established for goods which received the "N" designation prior to 1 April of last year. This is a rather broad and diverse assortment, encompassing many types of fabric, clothing, footwear, haberdashery and other goods. All these items are of the most modern models and designs, made from the best types of raw materials, and having consumer-use properties. They constitute more than 10 percent of production by volume. Lifting the surcharge from their retail prices brings a considerable savings to consumers, comprising approximately 500,000,000 rubles.

Only a few days have passed since selling at the lower prices has begun in the trade centers of the country. But today, already, one may see what the results will be.

In the Moscow department store, "Children's World," on the first day of the price reduction (and this was on 1 September, when parents returned their children to school), 3,270 garments were sold for a total of 93,400 rubles as against 2,280 garments for 67,000 rubles for the same period prior to the repricing. More knitted underwear and other goods were sold.

The sale of stockings and socks has become lively. Thus in Moscow's State Department Store, approximately 7,000 sales were made for a total of 17,200 rubles in contrast to 4,000 sales for 15,000 rubles prior to the repricing. In the Central Department Store, these numbers were correspondingly 6,250 and 4,600. In the Lenin Department Store in the capital there was an almost 2.5-fold increase in the knitted articles sold.

An analogous situation has been observed in stores in Leningrad, Kiev, Minsk and Riga. And at a selected number of stores in the RSFSR on the first day of September the sale of the above named articles increased from 80,000 to 120,000 rubles. Also, according to a selected analysis, a notable growth in the sales has occurred, for example, in silk acetate and triacetate fabric in Kishinev, in sewn garments in Tashkent, in wool and down clothing in Kiev, Gorkiy and other cities.

In the first days after the price reductions consumer requests for audio equipment "Vega-108" and "Rossiya-321" and phonographs "Arktur-006" and "Radio-Tekhnika EP-101" increased. The cost of each of them had been reduced by 15-55 rubles. The sale of many articles has been energized, in particular artificial fur coats, and suits made of stretch material with a nap.

To summarize briefly, it should be noted that this fourth reduction in the last year and a half in retail prices of consumer goods is a new manifestation of the concern of the Leninist party for the future growth in the welfare of the Soviet people; it is bearing fruit in accelerating the sale of goods and helping satisfy to a great extent the constantly growing consumer demand of the population.

Plus a Sale

Yet another important economic measure coincided with 1 September: coincidental with the consumer goods sale a seasonal sale of spring and summer items at reduced prices began--the second one this year (the first one was in February and March).

I must qualify that immediately in that this was the sale of good-quality, popular goods which for specific reasons were not sold during the season. And there is no reason to keep them until spring in depots, warehouses and store-rooms. It is more convenient to sell them somewhere right now. And the primary beneficiary of this operation is the consumer: the reduction is significant--up to 40 percent.

What did we observe in the stores during the sale? There was an increased request for individual types of silk fabrics, sewn garments of light-toned wool fabric and synthetic, knit linens, knit outer wear of different types of fabrics (except

cotton), fabric headgear and other goods. They were manufactured in 1983-1984.

The USSR Ministry of Trade has developed a sample list of assorted groups of goods which are convenient to include in a seasonal sale. However, this is only a recommendation. The union republic ministries of trade and organs for trade management have a right to decide independently which specific goods should be reduced in price.

In the organizational plan I report that the sale of goods at reduced prices will take place in the locale where they were previously sold. Such establishments as city markets and theaters should be used and fairs organized.

The experience of conducting the previous sale taught trade to many, having shown both the "pluses" and the "minuses." For example, in Riga, Odessa and Frunze from the opening days the buyer sensed the atmosphere of a massive undertaking. There was the necessary advertising, appropriate to the appearance of trade halls. However, this did not happen everywhere, unfortunately. Taking this experience into account, measures are being taken to ensure that yet another important social undertaking achieves maximum effect. And the gain for the population from these measures, calculated on an annual basis--the reduction in prices, the lifting of the "N" classification and the sales--will be impressive: more than 3,000,000,000 rubles.

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CONSUMER SECTOR POLICY AND ECONOMICS

UKSSR FOOD INDUSTRY DEPUTY MINISTER ON ECONOMIC EXPERIMENT

Moscow EKONOMIKA SEL'SKOGO KHOZYAYSTVA in Russian No 8, Aug 84 pp 42-45

/Interview with Ivan Yevdokimovich Kirichenko, UkSSR deputy minister of the food industry, by the editorial department: "Experiment Is Conducted"; date and place not specified/

/Text/ In accordance with the CPSU policy of improvement in economic management and reconstruction of the economic mechanism on the basis of a systematic development of the Leninist principle of democratic centralism an experiment on extending the rights of production associations (enterprises) in planning and economic activity and on increasing their responsibility for the results of work is conducted in five of the country's ministries, including the UkSSR Ministry of the Food Industry. In this connection the editorial department asked Ivan Yevdokimovich Kirichenko, UkSSR deputy minister of the food industry, to answer several questions.

Question: It is well known that the food and gustatory industry of the Ukrainian SSR plays an important role in the country's food economy. Our readers are interested in its contribution to the realization of the USSR Food Program and to the basic results of the 3rd year of the five-year plan.

Answer: The food industry of the Ukraine is an important link of the country's agroindustrial complex. It accounts for one-fifth of the total volume of output in the USSR Ministry of the Food Industry.

In accordance with the assignments of the Food Program the republic's food industry should ensure high rates of development of all its numerous sectors during the current decade. During the 11th Five-Year Plan the production volume at the enterprises of the UkSSR Ministry of the Food Industry should increase by almost 25 percent.

Labor collectives persistently work on the fulfillment of the tasks set for them. In 1983 the food industry completed work with good indicators. The plan for the sale of output was fulfilled 102.3 percent. Output worth 243 million rubles was sold in excess of the plan. The volume of sold output increased by 5.1 percent, as compared with its level in 1982 and the productivity of granulated sugar, by 5 percent, of vegetable oil, by 7 percent, of food concentrates, by 12.5 percent, of confectionery products, by 2.7 percent, of baker's yeast, by 4.7 percent, of beer, by 2.6 percent, of mineral water, by 7.6 percent, of nonalcoholic beverages, by 4.8 percent and of dry baby and diet food products, by 12.9 percent. Salt output increased by 3.6 percent.

Along with the growth of production the assortment was improved and output in packaged form was increased. For example, the output of packaged refined sugar increased by 3 percent, as compared with this indicator in 1982, of oil, by 13 percent, of margarine output, by 17.4 percent, of confectionery products, by 4.8 percent, of macaroni products, by 12.4 percent and of salt, by 11 percent. We realize that these rates do not yet ensure a full satisfaction of the demand for packaged products and take the appropriate measures. However, we are limited primarily by the acute shortage of modern packaging equipment. There is also a shortage of advanced container packaging materials.

In 1983 the ministry's enterprises mastered the production of 115 new types of products. High-quality output in its total volume comprised 12.9 percent, as compared to 10.2 percent in 1982. It should be noted that the list of food products, which can be included in high-quality output, is very limited. This is due to the fact that all food products should be of a high quality.

During 3 years of the current five-year plan the production volume in our ministry increased by 16.2 percent instead of 15.1 percent envisaged by the five-year plan for this period.

Question: What are the basic conditions of the conducted experiment in the part of intensification of the role of production associations and enterprises in the elaboration of plans for economic and social development at all the stages of planning?

Answer: First of all, it must be stated that the number of approved indicators has been sharply reduced for production associations (enterprises). Whereas previously 25 indicators were approved for them in the annual plan, now only 9. Under conditions when the bulk of foodstuffs is consumed locally, a strict regulation of the volumes and assortment of the produced products at the level of Union and republic bodies has not justified itself. At the same time, an extension of the rights of associations and enterprises in the formation of the assortment of products on the basis of the orders of trade organizations increases their responsibility for the fulfillment of these orders.

The experiment envisages an expansion of the independence of production associations (enterprises) in the planning of other indicators as well. For example, the number of workers is not approved for enterprises now. The limits (increase) in their number are determined by the enterprises themselves on the basis of approved indicators and are coordinated with territorial planning bodies at the stage of development of five-year and annual draft plans. Granting enterprises independence in the determination of the number of workers will ensure the possibility of maneuvering when meeting the orders of trade organizations for products of increased labor intensiveness and packaged, small-weight and holiday-assortment products.

Granting associations and enterprises the right to sell output not selected by consumers according to the allocated stock during 1 month to other trade organizations at their discretion is highly important. Output sold in this manner is credited toward the fulfillment of the plan for its deliveries. This, on the one hand, greatly increases the responsibility of trade organizations for a prompt selection of output and, on the other, gives enterprises

the opportunity to sell foodstuffs to the consumers that need them. During the first quarter of 1984 output worth millions of rubles was sold in this manner.

Question: By what measures is the responsibility of production associations and enterprises for the provision of the national economy and the population with products increased?

Answer: First of all, by economic measures. Bonuses for the managerial personnel of production associations (enterprises) for basic work indicators are paid only in case of fulfillment of the planned assignments for the volume of sales of output with due regard for delivery obligations in accordance with the concluded contracts (with due regard for the established percent of under-fulfillment of contractual obligations). The material incentive fund is lowered by 3 percent per percent of nonfulfillment of the indicated plan and, when contracts are fulfilled completely, is increased by 15 percent.

One-time bonuses from the material incentive fund amounting up to three salaries in excess of the established maximum amounts of bonuses can be paid to the managerial personnel of production associations (enterprises), who fulfill the annual plan for the sales of output with due regard for delivery obligations.

Bonuses for engineering and technical personnel are paid according to the work indicators that they affect directly.

Question: In what way is the interest of production associations and enterprises in the expansion of production capacities and retooling on the basis of the achievements of scientific and technical progress ensured?

Answer: Under the conditions of the economic experiment the possibilities of enterprises in the introduction of the achievements of technical progress, increase in production capacities and retooling are expanded significantly. This is of especially great importance in the light of the decree "On Measures for Acceleration of Scientific and Technical Progress in the National Economy" adopted by the CPSU Central Committee and the USSR Council of Ministers in 1983.

Production associations and enterprises received the right to accumulate the capital of the production development fund and to utilize it at their discretion for retooling. The capital of this fund is not subject to withdrawal and redistribution.

Thus, restrictions hampering an efficient and purposeful utilization of the capital of enterprises have been removed and the area of its application has been expanded considerably. The production association (enterprise) has been given the right to solve all the problems, from the preparation of planning estimates to the organization of the performance of work by the economic method. With the ministry's permission production associations and enterprises now can prepare and order planning estimates for the retooling and reconstruction of shops, sections and production facilities and attach simple standard plans of buildings and structures without coordination with leading planning organizations.

The capital of the production development fund is planned in the structure of state capital investments as noncentralized with the allocation of the necessary material and technical resources. The possibilities of retooling production at the expense of State Bank credits have also increased (amounts of credits have been raised and the procedure of their formulation has been simplified).

Question: How is the increase in the interest of labor collectives in a rise in production efficiency and strengthening of cost accounting ensured under the conditions of this experiment?

Answer: The administration of production associations (enterprises) has been given the right to establish, in coordination with the trade-union organization, from the savings of the wage fund, higher additional wage rate payments for highly skilled workers engaged in especially responsible jobs for occupational skills: for fourth-category workers, up to 16 percent, for fifth category workers, up to 20 percent and for sixth-category workers, up to 24 percent of the wage rate; raises for highly skilled engineering and technical personnel, at the rate of up to 50 percent of the salary. The amounts of these raises and additional payments are determined with due regard for the personal contribution of every worker to the development and introduction of highly efficient, new equipment and technology, reduction in labor, material and energy intensiveness, improvement in the quality of output and so forth. These raises and additional payments are reduced or abolished completely when work indicators are lowered.

Permission has been given to establish additional payments for the combination of occupations and positions for workers pertaining to various staff categories (engineering and technical personnel, employees and workers) without the approval of the list of combined occupations by superior bodies. Salaries for highly skilled workers engaged in especially important and responsible jobs can be established in the amount of up to 230 rubles per month. The UkSSR Ministry of the Food Industry has been permitted the introduction of salary raises for directors of production associations (enterprises).

It should be especially stressed that material benefits will not come to us by themselves. They must be earned, that is, production volumes and efficiency must be increased. Only in this case will the enterprise be able to enjoy the rights granted it.

Question: What can be said about the first results of the economic experiment that has begun?

Answer: The results of work during the past period of 1984 imbue us with optimism. All the basic planned assignments were fulfilled, the production volume, as compared with its level during the corresponding period of last year, was raised, the entire increase in output was ensured as a result of labor productivity growth and technical-economic and financial indicators were improved.

The fulfillment of the plan for the sale of output with due regard for delivery obligations, which under the conditions of the economic experiment is the basic evaluation indicator, should be noted especially. Before 1984 the ministry did not fulfill it even once and lagging enterprises comprised 45 percent of their total number. The increase in the responsibility and material interest of collectives now has a positive effect. Practice has shown that the fulfillment of the plan for the sale of output with due regard for deliveries also requires efficiency and promptness in work and close business-like contacts with subcontractors.

The savings of the wage fund reached 5.2 million rubles during the first quarter of the current year, whereas they were 2.6 million rubles during the first quarter of last year. As a result, the possibilities of stimulating a highly productive labor of workers and engineering and technical personnel increased significantly. For example, the number of workers receiving additional payments increased 4.4-fold and of engineering and technical personnel, 20 percent. Simplification of the procedure of combination of occupations also had a positive effect. The number of workers receiving additional payments for this increased by 30 percent, as a result of which 2,800 people were freed for the performance of other jobs.

Improvement in the incentive system determined the tendencies toward the strengthening of labor discipline and reduction in work time losses. During the first quarter of the current year, as compared with the same period last year, these losses decreased by 25 percent, including owing to unauthorized absences from work, by 11 percent and absences with the administration's permission, by 29 percent.

The application of brigade forms of labor organization, which now involve more than 71 percent of all the workers, also has had a beneficial effect here. The earnings of almost 62 percent of the workers unified into brigades are calculated with due regard for the coefficient of their labor participation.

It should be noted especially that under the conditions of higher additional payments and raises a correct correlation of the indicators of growth of labor productivity and average wages was ensured. The increase in average wages per percent of labor productivity growth comprised 0.43 percent. During the first quarter of 1984, as compared with the first quarter of 1983, the correlation of these indicators improved considerably.

In the search for ways of lowering wage expenditures the inventory of work places is taken, a more efficient disposition of workers is introduced and problems of retooling are solved more actively, including through the manufacture of "small mechanization" equipment with internal forces.

In conclusion it should be noted that during the past period of the year the collectives of the republic's food industry enterprises fulfilled the undertaken socialist obligations for above-plan labor productivity growth at the rate of 1 percent and for a decrease in production cost, 0.5 percent.

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CONSUMER SECTOR POLICY AND ECONOMICS

NEW COORDINATION CENTER IN TRANSCAUCASUS DESCRIBED

Moscow IZVESTIYA in Russian 3 Jul 84 p 2

[Article by IZVESTIYA correspondent S. Bablunyan, Yerevan: "When There Is a 'Conductor'"]

[Text] The centralized coordination centers for distribution and production of unplanned goods for a cultural and welfare purpose and for household use were first created in Belorussia and in the Baltic republics. Owing to their activities, a greater specialization of enterprises working for the marketplace was successfully implemented in the regions to utilize local raw material resources more effectively and to satisfy more completely the population's demand.

Recently a Transcaucasian coordination center was created, alternately headed by the deputy chairmen of the Council of Ministers and the Gosplan chairmen of the three republics. The high rank of the chairmen allows for immediate implementation of recommendations drawn up by this competent body operating on social principles. For example, at the last meeting which took place in Yerevan, the center set itself the following task: to consider within the republics means for increasing in the future the production of consumer goods from local raw materials and scrap and to come to an agreement on what the republics can buy from each other rather than resort to sending representatives to far-off regions.

M. Zurabyan, the ArSSR minister of light industry, attested to the fact that today industry is more successful than ever in fulfilling its basic purpose, which is, above all, to utilize local raw material and industrial scrap. During the 3 years of the present 5-year plan the volume of production has grown from 9.7 percent output of raw materials and scrap to 31.4 percent. But industry could provide significantly more if all suppliers of raw materials realized the full value of their generated scrap and would not treat it occasionally as garbage to be discarded immediately.

We cannot fail to note that the irrational transport of scrap often cancels the profit received from their overtime work. "Armvtorsyr'yo," by the way, ships out 23,000 tons of broken glass from the republic and ships in 12,000 tons from Azerbaijan. One thousand tons of textile waste are shipped annually outside the republic and at the same time 700 tons are imported. The coordination center decides how to eliminate reciprocal shipments, having expanded the regulations dealing with the distribution of local raw materials in the state planning committees and committees for material and technical supply for the republics.

Products which are offered by local industry in over-all volume of commodity turnover are clearly not what counts. Nonetheless, these products are able not only to substantially enrich the commodity supply, but can also be important in the case of well-organized work in the study of demand, in well-defined specialization of production and in skillful coordination of economic activities of the branch's industry. But for the present, that which can be obtained for the Transcaucasus region is still being brought from afar. Meanwhile, instances of rational redistribution of commodity resources are already evident. In 1984, wholesale centers of Azerbaijan purchased in Armenia 79 specifically designed household and haberdashery goods and even purchased 59 designated goods in Georgia. Azerbaijan in turn offered for sale electric heaters, cast iron mortars, kitchen cleavers and plush articles.

However, the exchange of goods is only the first step--the beginning of the work of the coordination center. In the future, plans include mediation in rendering to allied enterprises documentation on the best models of goods, on the best technology for their manufacture, and of course on the most advanced know-how of the working collectives. The coordination center is also capable of being a competent expert in questions concerning the acquisition of new articles and the assessment of the quality of those which are already on the market.

In short, the task of the new body is to make everything, no matter how well off one or another of the enterprises of the Transcaucasus may be, the common property of all.

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PERSONAL INCOME AND SAVINGS

TWELVE-YEAR STUDY OF WORKING FAMILY BUDGET EXAMINED

Moscow AGITATOR in Russian No 17, Sep 84 pp 17-19

[Article by V. Sergeyev, "A Working Family's Budget"; passages in all capital letters printed in boldface in source]

[Text] For many years, TsSU [Central Statistical Administration] USSR has been conducting selective studies of the budgets of approximately 62,000 families which represent various categories of the population, including about 30,000 workers in industry and other branches of the national economy. The families being studied keep a month-by-month account of their income and expenses on a specially-designed form. The data derived show with considerable clarity and completeness how the standard of living and the material well-being of the Soviet people is growing.

One such family lives in Novosibirsk. There are four people in it. Nikolay Antonovich Borovko works as a lathe operator. Tat'yana Ivanovna (who maintains the family budget herself) works as a seamstress at the Novosibirsk Garment Manufacturing Association imeni Central Committee of the Garment Makers' Union. They have two daughters: 17-year-old Natasha completed the 10th class this year, and 11-year-old Lena has gone to the 5th class. The study of the family's budget has been going on since 1971; thus, one can make a judgement on the dynamics of its income and expenses over the course of 12 years.

IN 1971 THE FAMILY'S MONETARY INCOME AMOUNTED TO 4,442 RUBLES, OR 370 RUBLES PER MONTH. This amounted to 123 rubles per month for each of the three members of the family. The basic source of income was and remains wages. Nikolay Antonovich was then receiving an average 177 rubles per month, and Tat'yana Ivanovna, 155 rubles.

IN 1983 THE FAMILY'S MONETARY INCOME HAD INCREASED BY MORE THAN A FACTOR OF 1.6 and amounted to 7,130 rubles, or 594 rubles per month. THIS AMOUNTED TO MORE THAN 148 RUBLES PER MONTH FOR EACH OF THE FOUR MEMBERS OF THE FAMILY. And their earnings increased significantly: Last year Tat'yana Ivanovna earned (including wages, all kinds of bonuses and paid vacation) 3,592 rubles, or on the average almost 300 rubles per month. Nikolay Ivanovich earned 3,520 rubles, or more than 293 rubles per month.

What are the reasons for this growth? Primarily, IT IS THE RESULT OF THE MEASURES ADOPTED BY THE STATE FOR INCREASING WAGES. In the garment-making association where Tat'yana Ivanovna works average wages, as compared with 1970, have increased from 105.6 rubles to 176.3 rubles, which is an increase of 67 per cent. During this time an increased wage coefficient was introduced for workers in the garment-making industry in the regions of Siberia; the basic wage rates were increased; they have begun rewarding workers on the results of their work for the year (one-thirteenth of one's wages); and the bonus system was improved. Specifically, the amounts of bonuses were increased significantly for workers who had assimilated technically-founded norms, and bonuses were introduced for assimilating new, improved-quality production.

Of course, a great deal depends on Tat'yana Ivanovna herself; after all, her wages are quite a bit higher than the average at the enterprise. She came to the shop in 1970 and started out as an apprentice; and now T. Borovko is a highly-skilled seamstress, and has mastered all operations on the flow line. Apart from her basic work--receiving cut patterns, she also carries out other operations. And it is precisely because of such mastery that a team of 18 persons is able to cope with the same volume of work for which 30 are required according to the norms. During the years of the 10th Five Year Plan TAT'YANA IVANOVNA FULFILLED TWO FIVE-YEAR TASKS, AND IN THE PRESENT ONE SHE HAS COMPLETED THE FIVE-YEAR PLAN IN THREE YEARS. Both at her own workplace and as secretary of the shop party organization she is making a great contribution to the overall success of the collective, which has repeatedly emerged the winner in socialist competition at the association. The collective of the shop is assimilating the output of production--raincoats and overcoats made from artificial leather, and jackets made from synthetic materials--which enjoys great demand among the consumers. Hence both the high wages, with the piece-work-bonus wage system, and the bonuses for producing articles with the index "N", resulting from the competition.

During these years Nikolay Antonovich also greatly increased his skills--a vocational-technical school graduate with skill-level three, he has become a lathe operator at skill-level six, and now heads the team. Naturally, his wages have also increased a great deal.

INCOME FROM SOCIAL CONSUMPTION FUNDS significantly increases the family income. The following is only that income which is figured in the family budget: Last year Tat'yana Ivanovna received paid vacation amounting to 360 rubles; Nikolay Antonovich received 282 rubles. As is well-known, pay for annual vacations comes from social funds. According to medical certificates, in 1982 the family received medical care amounting to 214 rubles; last year the amount was 172 rubles. It goes without saying that NO FEES WERE REQUIRED, NEITHER FOR VISITS TO THE POLYCLINIC (MORE THAN 20 TIMES DURING THE YEAR), NOR FOR MEDICAL SERVICES AT THE ENTERPRISE'S MEDICAL STATION. For example, Tat'yana Ivanovna received dental care at her factory, and underwent treatments; and she was repeatedly examined by physicians of various specialties.

The state bears a significant part of the cost for child care. Both daughters attended nursery school and kindergarten during their pre-school years. It costs from 500-600 rubles a year per child to attend; but the

parents paid no more than 20 per cent of these expenses (10-12 rubles per month). We note that at the association where Tat'yana Ivanovna works the need for children's facilities are fully met. Not long ago a new children's combine was put into operation, the fourth one thus far.

The state pays over 200 rubles annually for each student in the general educational schools. Last year alone this represented an addition to the family budget of more than 400 rubles. Both daughters take frequent vacations to the factory's Pioneer camp. The cost per trip is 56 rubles; but the parents paid around 10 rubles. According to information from the garment-manufacturing association, EXPENDITURES FOR THE PIONEER CAMP FROM ENTERPRISE FUNDS AND TRADE UNION ASSETS ALONE AMOUNTED TO NEARLY 42,000 RUBLES FOR THE YEAR.

And what about the parents' vacations? In recent years, Tat'yana Ivanovna has taken all-expense-paid trips to a resort in Bulgaria and to a vacation hotel near Sochi (she stayed there with her younger daughter); she also took tourist trips (also without charge) to Moscow and to the Zaliyskiy Ala-Tau mountains in Central Asia. Incidentally, on one of the trips she won a prize in a city contest, for her active participation in amateur artistic activities. And there is further information that: AT THE FACTORY WHERE T. BOROVKO WORKS, LAST YEAR 190 PEOPLE TOOK ALL-EXPENSE-PAID TRIPS TO SANATORIA AND REST HOMES, AND WENT ON TOURIST EXCURSIONS, WHILE 300 VISITED THE ENTERPRISE'S PREVENTORIUM.

Social funds also pay a significant part of EXPENSES FOR THE APARTMENT where the Borovko family lives. They received the apartment in 1975, when they moved from a room in a poorly-appointed house. Now the family lives in a separate two-room apartment with about 42 square meters of living space and all the conveniences, including those which they did not have in the old house: steam heat, hot running water, a bath, and an electric range. This made a considerable change in the family's way of life, and also had an effect on its budget. In 1971, they burned more than three tons of coal and about two cubic meters of firewood in their stove. Taking into consideration the payment for housing and for public utilities, expenses at the new place have not increased but have actually decreased. Last year, their heating bill was 204 rubles, which is 17 rubles per month, or less than three per cent of the family's monetary income. THIS IS LESS THAN ONE THIRD OF THE COST TO THE STATE FOR MAINTAINING SUCH AN APARTMENT AND FOR PUBLIC UTILITIES.

The basic items of family expenses are food, and purchase of various goods: fabrics, clothes, shoes, cultural-domestic and household articles, and so on.

Last year the family spent 2,477 rubles for FOOD, or about one-third of all expenditures. In comparison with 1971 (when they spent 955 rubles for food) these expenses have increased by a factor of 2.7. At the same time the proportion of these expenses increased at a much lower rate. This is, of course, a reflection of the change in the size of the family. But the main thing is, that their increased income made it possible to greatly vary and expand their daily diet, and to enjoy much more expensive foods.

Last year, for example the family consumed 80 kg of beef and veal, five kg of mutton, 50 of pork, over 45 kg of poultry, over 55 kg of sausage--in all 250 kg of meat and meat products, or 62.5 kg for each member of the family; in 1971, 105 kg of meat products were purchased. Consumption of fresh fish increased from 22 to 53 kg; in 1971 the family spent nine rubles for canned fish; last year they spent 81 rubles. For the year as a whole they purchased 90 kg of fish and seafood products, which is 22.5 kg for each member of the family.

Consumption of dairy products has increased significantly: for fresh and sour milk, from 214 to 395 kg per year; sour cream and cream, from 21 to 67; cheese, from 8 to 19 kg; etc. In 1971, 172 rubles were spent to purchase dairy products, including ice cream; in 1983, 312 rubles.

The family's daily diet has begun to include a great deal more fruits and vegetables as well. Consumption of fresh vegetables has increased from 143 to 325 kg; fruits and berries, from 56 to 88; grapes, from 14 to 33; and dried fruits, from 0.7 to 4 kg. Last year, each member of the family had 104 kg of vegetables and melons, and 31 kg of fruits and berries. And sweets are appearing on the table much more frequently. For example, in 1971, 41 rubles were spent for candies and chocolate; last year they spent 112; and for bakery goods, cakes and pies, they spent 48 and 76 rubles during the respective periods; and so on.

At the very same time, the family now consumes fewer potatoes (In 1971, they ate 127 kg--for three people, including the small daughter; last year, the four of them consumed 80 kg). Taking into consideration the fact that the family has grown larger and the children have grown, expenses for bread and pasta, flour and cereals has increased from 75 to 142 rubles per year.

It is interesting to compare the data on the diet of this family with the dynamics of food consumption in the country as a whole. On a per-capita basis, in 1983 as compared with 1971, consumption of meat and meat products rose from 48 to 58 kg; fish and seafood products, from 15.4 to 17.6 kg; milk and dairy products, from 307 to 309 kg; eggs, from 159 to 253 eggs; vegetables and melons, from 82 to 101 kg; and fruits and berries, from 35 to 44 kg. During this same period, per capita consumption of potatoes decreased from 130 to 110 kg; and grain products (bread and pasta, expressed in terms of flour and meal, cereals and legumes), from 149 to 136 kg.

Expenditures for PUBLIC CATERING in the family budget have increased four-fold; last year they amounted to 399 rubles, or 33 rubles per month. This is about five per cent of all expenses. Except for holidays and days off, the parents eat lunch at their enterprises, and the children receive hot meals at school. But this is not expensive. For example, Tat'yana Ivanovna pays 60 kopeks for a four-dish meal--the enterprise subsidises the purchase of food for the cafeteria. Those persons who are on a special diet receive special privileges, paying only 30 per cent of the cost. The cost of hot meals at school for the daughters is 12 rubles per month, maximum.

Last year the family directed 1540 rubles toward acquiring MANUFACTURED GOODS—approximately one-fifth of all expenditures. This part of the budget depends largely on the needs in one period or another. In 1982, for example, such expenses amounted to 3,450 rubles (They acquired more clothes, including furs and other articles). When they received the new apartment and began to furnish it, they had to spend a lot for furniture and cultural-domestic articles. They bought practically all new furniture, including a wall unit costing nearly 500 rubles; two wooden beds; a sofa, a bookcase, a set of kitchen furniture, a carpet, a Persian rug, and so on.

The Borovko's have a TV, radio, tape recorder, refrigerator, sewing and washing machines, and a vacuum cleaner in their apartment; and the mistress has a fine camera. Many of these things were acquired in the last five years. They also have everything they need in terms of clothing and shoes. Therefore, the purchases made last year were, shall we say, of a routine nature. For 130 rubles they acquired some fabrics (Tat'yana Ivanova sews a great deal herself); they spent 187 rubles for outer knitted wear, and 50 for knitted underwear, stockings and socks, and bought new shoes for all members of the family (They purchased 11 pairs, including eight made of leather). Among their comparatively major purchases were—a winter coat for the mistress for 256 rubles, and a china service for 160.

Last year, 70 rubles were spent for BOOKS, NEWSPAPERS AND MAGAZINES (In 1971 they spent 9 rubles). The family subscribes to four newspapers, and the magazines PARTIYNAYA ZHIZN', RABOTNITSA, KREST'YANKA, and YUNOST'; and they are building up their library, which includes the works of Russian and foreign classics as well as Soviet writers, and multivolume editions, specifically, the "Illustrated Encyclopedia of Animals". They would like to purchase a lot more books, but they are not always interested in the books that are for sale. Quite recently, for example, when the opportunity arose, they acquired through the bibliophile society 40 rubles worth of books all at once.

Last year 120 rubles were spent on visits to the MOVIES, THEATER, and the CIRCUS, or 10 rubles per month on the average. These expenses are on the increase in the family budget; in 1971 they amounted to 22 rubles; and in 1982, 93 rubles.

But, on the other hand, EXPENSES FOR TRANSPORTATION ARE DECLINING. In 1971 they amounted to 187 rubles, but last year they were 169 rubles, or about two per cent of all expenses. We note that the state only partially covers the cost of a ride on the municipal transportation facilities. For example, in Novosibirsk one pays 3 kopeks for a streetcar ride (But for Tat'yana Ivanova it costs even less, since she purchases a multiride ticket); at the same time, it costs the state more than 6 kopeks. Trolley and bus fares are 5 and 6 kopeks, respectively (State costs are about 7 and 10 kopeks).

Expenses for DOMESTIC SERVICES, although not large, also reflect the family's increased well-being. Whereas in 1971 such expenses amounted to less than 13 rubles, last year they were 64 rubles. Basically, this is a "women's" item, primarily for the beauty shop.

FAMILY SAVINGS are increasing along with the growth in their income. Last year 600 rubles were put into the savings bank. At Tat'yana Ivanovna's request, the accounting office at the enterprise deducts 50 rubles each payday for deposit in savings. Additionally, more than 360 rubles (more than 30 rubles per month) are spent for installments on all types of insurance. This is also a convenient and profitable form of accumulating savings. For example, next year the elder daughter will receive the sum of one thousand rubles from an insurance policy, and in a year Tat'yana Ivanovna will receive a like amount.

Such is the budget of an ordinary working family. Both the increase in its income and the structure of its expenses are typical enough, as indicated by statistical data for the country as a whole. The budget of the Borovko family reflects, as does a droplet of water, the steady increase in the well-being of the Soviet people.

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PERSONAL INCOME AND SAVINGS

INCREASED ADVANTAGES OF SAVINGS BANK SERVICES DETAILED

Moscow AGITATOR in Russian No 16, Aug 84 pp 29-30

[Interview with Pavel Vasil'yevich Ryndin, chairman of the board of the Gostrudsbetskassy [state labor savings banks], by V. Sergeyev, date and place not given]

[Text] Practically every Soviet family makes use of the services of the savings banks. A correspondent from AGITATOR asked Pavel Vasil'yevich Ryndin, chairman of the board of the Gostrudsbetskassy, to answer some questions of readers on the development of savings.

[Question] How is the increase in workers' incomes reflected in the growth of monetary savings?

[Answer] There is a very direct relationship here. This is confirmed by the data. In April of this year, the total of deposits to savings banks by the population amounted to R191 billion. This is 10 times greater than in 1965. I remind you that at that time only 4 percent of the population had a monthly income of more than 100 rubles per family member compared with about 60 percent now.

The Soviet people are now maintaining more than 160 million deposits in savings banks, including 121.5 million in the cities and 38.8 million in rural areas. There is growth in the savings of workers of all social groups. There are 878 deposits per 1,000 inhabitants of the country who receive an income.

And the average size of the deposits increased significantly. In 1965, it amounted to 326 rubles, and it is now 1,193 rubles.

With the increase in the standard of living, there is change in the structure of consumption and expenditures and consequently the reasons for the formation of savings change. The Soviet people have confidence in the future, they are not threatened by unemployment, their health is safeguarded by the government, and their old age is provided for materially. Therefore, they have no need to cut back on their needs and create a reserve for a "rainy day" (for the possibility of unemployment, illness, old age, etc.), as is the case in capitalist society. As a rule, the purpose of the population's monetary savings is to

collect the necessary sums for the purchase of expensive durable goods (automobiles, motorcycles, televisions, refrigerators, furniture), the construction and repair of housing, the acquisition of livestock, vacation tourism within our country and abroad, etc., without limiting daily requirements.

The increase in saving by the population is thus conditioned by the continuous increase in the income of the workers, the stable purchasing power of the ruble, and the greater demand for expensive goods and services. At the same time, some influence on this process is being exerted by the incomplete satisfaction of the demand for individual high-quality consumer goods and the still insufficient development of the services area.

[Question] Tell us, Pavel Vasil'yevich, the advantages that the workers have from depositing their savings in savings banks and how this benefits the state.

[Answer] The activity of the savings banks combines the interests of the workers and the state. The credit mechanism puts the population's monetary savings into circulation. They are used for the extension of credit to the national economy and for social and cultural measures.

The savings banks afford workers the opportunity to store their monetary assets safely. In addition, depositors receive income in the form of interest or winnings.

Most deposits pay 2 percent interest annually. Time deposits established for a period of not less than 1 year pay 3 percent annually. A variety of this type was recently introduced--time deposits with supplementary payments. For these deposits, additional payments are accepted, each of which must be for at least 100 rubles. Earnings are paid out on sums that have been kept on deposit for at least 1 year. One can receive separate payment for the interest that accrues to the deposit, whereby its nature as a time deposit is not disturbed.

In the case of the lottery deposits, the earnings are paid out in the form of winnings. Drawings are held twice a year, in each of which there are 25 winners per 1,000 accounts.

For workers and employees working on the most important national economic projects in the eastern regions, including the construction of the BAM [Baykal-Amur Main Railway Line], the Yuzhno-Yakutsk coal and the Kansk-Achinsk fuel and energy complexes, the diamond mining industry and the Yakutiya energetics, there are special deposits for the acquisition of passenger cars. Money is paid into these deposits during a period of 3 to 5 years, and after accumulating the corresponding sum and the lapse of the established time, the depositor receives a special check for the purchase of the automobile. Last year 34,000 such checks were paid out.

In accordance with the numerous requests of workers, new types of deposits were introduced beginning 1 February 1984. Among them are youth bonus deposits, which are accepted from citizens 18 to 30 years of age for a period of 3 years. The depositor determines the size of the monthly payment of from 10 to 50 rubles and pays in this sum upon opening the account. There is no partial

payout of sums on such accounts. The annual interest rate accruing to youth bonus deposits is 2 percent. In addition, for deposits into which regular monthly payments have been made for 3 years, a bonus is paid out equal to 1.5 percent of the average residual deposit. It varies from 8 rubles 20 kopecks (in the case of a monthly payment of 10 rubles) to 41 rubles (in the case of a monthly payment of 50 rubles).

Monetary-commodity lottery deposits have also been introduced. Earnings on them at the rate of 2 percent per year are paid out in the form of winnings--either money or high-demand goods, whichever the depositor prefers.

It is also advantageous for the population to keep its savings in the bonds of state internal lottery loans, which are bought and sold freely by all savings banks. Bonds from two such loans are now in circulation. One of them was issued in 1966 with a term maturing 1 July 1986. The other is a state internal lottery loan from 1982. The earnings on it are paid out in the form of winnings, whereby the amounts have been increased relative to the previous loan (the maximum is 10,000 rubles instead of 5,000, and the minimum is 100 rubles instead of 40). The possessors of winnings of 10,000 rubles are given the right to purchase out of turn an automobile of the make "Volga" or an analogous class, and winners of 5,000 rubles have this right for an automobile one class lower. In 2 years, the possessors of bonds of this loan issue acquired 29 "Volga" automobiles and 154 "Zhiguli."

[Question] What is new in the service provided to the population by savings banks?

[Answer] We are striving to have people make the fullest possible use of the services of savings banks with a minimum expenditure of time. Savings banks are now performing 80 different operations, whereby most of them do not require the personal presence of our customers.

Approximately 7 million workers, employees and kolkhoz farmers receive their wages through the savings banks. This form of paying wages is being practiced in more than 17,000 enterprises, including for a number of years at the Minsk Motor Vehicle Plant, Gomsel'mash [Gomel Plant for Agricultural Machine Building], the Kaluga Machine Building Plant, the mines of the Karaganda Coal Basin, and many others. This takes place as a voluntary service without compensation on the basis of agreements with enterprises, organizations and kolkhozes. Experience has shown, for example, that by reducing losses of working time in paying out wages, about one man-day per worker is saved each year in the enterprises.

More and more use is being made of payment by checks drawn on savings banks for goods acquired by the population in the system of state and cooperative trade. Last year, for example, checks totaling R8.5 billion were issued for such goods valued at 200 rubles or more. On an experimental basis, savings banks in L'vov and Kaunas are issuing personal checkbooks for a certain sum to make payments to trade organizations. And in Magadan, also as an experiment, they have introduced payment for airline tickets by check. There are more and more clearing operations for payments, when, by order of the depositor, the savings bank

deducts the indicated sum from his account and transfers it to the account of the organization to whom it is owed.

In the future, we plan to develop noncash transactions further, in particular for the construction and repair of housing, the manufacture of furniture, furs, granite products and other expensive services, and also for the acquisition of garden houses, factory-built wooden houses and full assortments of components for houses.

[Question] The savings banks belong to the institutions in the service area. What is being done to improve the organization of their work and to make them more convenient for the population?

[Answer] The country now has more than 79,000 savings banks, about two-thirds of which are located in rural areas. In principle, this number is sufficient and therefore our approach is to bring about a qualitative improvement in the structure of the network of savings banks and a rational distribution. By combining small and unprofitable savings banks, large ones are organized, in which the conditions are created for the introduction of computer technology and for increasing labor productivity and the interchangeability of workers.

The work regime of many savings banks has changed. It is established in coordination with the ispolkoms of the local soviets of people's deputies in such a way that the workers can use their services prior to the start and after the end of the workday as well as on their days off. The absolute majority of savings banks is now open 6 days a week.

More than 200,000 people are working in the savings bank system, and 90 percent are women. In almost 3,400 large savings banks with about 16,000 employees, they have introduced the system of piece-rate wage plus bonus, under which controllers and cashiers have a direct economic interest in serving their customers more quickly. Beginning 1 April of this year as an experiment at 78 savings banks, they are introducing the brigade method of organizing and paying for labor. The maximum bonuses to savings bank workers were recently increased, and there was an increase in the wage for trainees and their instructors.

Great importance is also attached to moral incentives. For example, 83,500 people are participating in the competition for the title "Best in the Profession," of whom 17,600 are bestowed the title "Best Controller," "Best Cashier," "Best Accountant," or "Best Economist." Having joined the All-Union Socialist Competition, the collectives of the savings banks are concentrating their attention on improving the service to workers. Thus, the collective of the Zhodino Central Savings Bank in Minsk Oblast--one of the initiators of this competition for this year--obligated itself to pay out wages to 90 percent of all workers and employees of the city and rayon through the savings banks and to overfulfill significantly the tasks in the development of the population's noncash transactions with trade, municipal and other enterprises.

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